

RADIO

SCREEN

STAGE

# VARIETY

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64 PAGES

## U. S. TO REGULATE AIR ADV.

### General Paris Strike Closes All Theatres; Bourdet Play's Q. T. Debut

Paris, Feb. 12.  
All theatres in France were closed today (12) as a result of the general strike. Not figures to affect show biz beyond today, however, although things are in pretty bad shape as a result of the street rioting past couple of weeks.

Revolutionary activities recently have had serious effect on biz. Picture houses kept open all the way around the town with a few exceptions, although grosses went down to about one-third of normal in the deluge.

Newspaper companies were asked not to ship any prints showing any scenes of the rioting or street warfare out of the country. One reel made by Fox is understood to have been officially confiscated, although the government had the promise of Paramount and several other companies not to attempt to use riot footage if all companies agree to lay off. Pathé definitely told the authorities, on the other hand, that it figured news is news and will use whatever it can raise up and get over the border.

When the rioting quieted down, government reversed itself and gave the okay to ship out riot prints, although asking the companies not to overdo.

All American film companies have been in close touch with the home offices via cable and telephone. John W. Hicks, Jr., Paramount foreign manager, arrived here Monday (6) and took immediate charge telephoning the home office on daily fluctuations.

Paramount theatre, on the Boulevard des Italiens was right in the midst of one of the big riots last week, and had to put down the iron shutters to avoid damage to the house. Opened again, when

(Continued on page 61)

### SCHIPA-WHITEMAN AS WORLD-TOUR DUO

Tito Schipa is urging Paul Whiteman to essay a world's concert tour with him next year.

Schipa has dates in South America and on the Continent and thinks that the blending of his operatics with the Whiteman jazzique would be an arresting attraction.

### Pix Shows Taboo, but Beaucoup Booze Parlors

Harrison, N. J., Feb. 12.  
This town of 15,000 population (1930 census) has one booze parlor for every 200 inhabitants, but not a solitary picture house. Only the U.S.A. has a less city of its size in the U.S.

A minister objected 20 years ago to what were then called "magic lantern shows." Although he's been dead 10 years now, the mayor and town council still abide by his wishes.

### Optimism

Hardwick, Vt., Feb. 12.  
The Idle Hour theatre has installed a new stage in anticipation of securing some road show attractions in the spring. Last road show to play this town drew four customers; one paid admission and three had passes.

### B'WAY CABARET GROSSES 40G WEEKLY

Probably the all-time record high business which any cabaret-restaurant in New York, Paris, London or anywhere has done is being currently grossed at Billy Rose's Casino de Paree, the converted New Yorker theatre (near the Gallo-theatre), which had its seats ripped out and tables for food and drink service substituted.

This past week the food and liquor takings touched between \$33,000 and \$39,000. An idea of the sensational business, which John Steinberg, veteran Broadway boniface who runs the Casino, states he wouldn't believe was at all possible if he didn't enjoy that gross himself, was Saturday night's intake up to 2 a.m. of \$6,000 for food alone.

It's a 1,100 capacity auditorium, with six people crowding around small tables occupying the normal space of two theatre chairs.

The show, a Rose revue with supplementary variety acts, work on the regular stage. There are two dance bands flanking the walls in stage boxes.

A syndicate, which dates back to the founding of the original King's Beer brewery (Brooklyn), controls the Paree. Both Rose and Steinberg are in at 10-15% of the gross for their end. The place opened \$125,000 in the red, that being the investment for the conversion of the theatre into a cabaret-music hall. It should be on velvet by the end of this month, exactly two months after it was first opened.

The phenomenon of the boom biz is that the Casino has been a hotbed of waiters' bedlam all week, with windows cracked by the strikers, plus the complications of a broken water main and the sub-zero weather last week. The latter dented all amusements.

### TIGHTER GOV'T RADIO CONTROL

Congress Ordered to Survey Radio—Likelihood Present Commission Will Be Scrapped—President Roosevelt Plans New Seven-Man Board

### RADIO'S NEW DEAL

Washington, Feb. 12.  
Comprehensive survey of the radio broadcasting field was ordered by Federal officials last week coincident with announcement that the Administration expects Congress to adopt a new communications-control plan before adjourning.

Abolition of the existing Radio Commission was believed imminent. Roosevelt plans in present shape call for establishment of a new seven-man regulatory agency with units to handle the three principal fields—telephone, telegraph and wireless-radio-cable.

Sweeping investigation into desirability of totally revising present broadcast set-up in the public interest will be conducted by a special departmental committee directed by Secretary Herbert L. Petty of the Radio Commission and Dr. Irvine Stewart of the State Department.

A report is due for Congressional action this session is expected.

Sponsored principally by Commerce Secretary Roper, who headed the President's advisory committee on telephone-telegraph-cable matters which recently recommended a new regulatory system, the survey will supplement the report sent to Congress a week ago from which the subject of broadcasting was omitted. Roper is known to feel communication regulation should be

(Continued on page 42)

### COUGHERS' CONCERT

Symphony Program Waxed Direct From Carnegie Hall

Columbia phonograph took an actual recording of Serge Koussevitzky's Boston Symphony at Carnegie Hall, and will market it in four disks of seven sides, which comprise the actual "Symphony 1933" by Roy Harris, young American composer from New England, and will devote the eighth side to some explanatory matter pertaining to Harris' work.

Being recorded from the platform, the gravest problem was the audience coughing which could not be blocked out of the original matrix, and the disk will be merchandized as a faithful reproduction of the Carnegie concert, including the audience noises.

### Music Trade Sees British Jazz Bands Trimming U. S. Jazzers at Own Game

#### Description

George Jessel was telling about the beauty that is Florida when someone asked him how he liked Miami.

"Miami," George answered, "is the lobby of the Palace with white pants."

An anomaly has arisen in the music trade right now where it is admitted—and seemingly endorsed by the buying public—that British dance maestros such as Ray Noble, Bert Ambrose, Jack Hylton, et al.—are making better dance records than the original American jazzers. Noble particularly on Victor is a big seller and outsells many a native dance combo.

The idea of the British jazzists beating the American jazz beat at their own game has been an accumulation of circumstances, principally revolving about an acute radio-application to the late-hour dance bands which are picked up by short-wave in London and closely analyzed by the British musicians.

They Study

Similarly, the English cousins of the American dance musician apply themselves more closely to the study of the American-made disks to the degree that they first mastered the American technique and then surpassed the Americans at their own game.

It's reached the degree that Noble, for example, records at the H.M.V. (His Master's Voice) labs in London chiefly for the American market.

Musicians think the trick is that Noble and the others do not overarrange and over-orchestrate, as is a common American fault, but put out simpler and hence more danceable versions.

### HUNGARIAN ACTRESS DOUBLES IN 2 SHOWS

Budapest, Feb. 12.  
New angle in ambidexterity has been figured out by Terus Kovacs who's in two legit shows in two different theatres at the same time.

Actress has things figured out so that she's needed in one show for the second act only. In the other show she doesn't have to appear during the second act although her voice is needed backstage. So she had a phonograph record made for that purpose.

### Broadway Now World's Champ Tray-Totin' Alley

Broadway from Times Square and up into the '30's, is becoming the longest cafeteria alley in the world. The carry-your-own eateries have grabbed numerous important spots which to them was forbidden ground up to a year or so ago.

It's the changing complexion wrought on Broadway by juice stands, auction shops, cut-rate haberdashers and other joints during the depression years.



with  
**CAROLE LOMBARD** **SALLY RAND** the fan dancer **FRANCES DRAKE**

A Paramount Picture Directed by Wesley Ruggles





## 92 Minneapolis Listeners Answer Question, Do Fans Know Sponsors?

Minneapolis is the second key city canvassed by Variety through a questionnaire asking radio fans to identify sponsors. Results for the Viking City are based upon 92 replies. Of these 28 were from house-

the advertising question "Know Sponsors?" seems in the case of Minneapolis as in the tabulation for Hartford, Connecticut, printed last week to indicate that those programs which have been consistently on the air and well-produced have created a sponsor impression.

This survey in no way is supposed to suggest relative merit or popularity of the programs listed. It is simply an attempt to find out how the advertisers stand with the well-known headliners and programs they bankroll.

Andy, an obvious leader, program was one of the first major smashes of radio and has continued popular year after year. Eddie Cantor's association with Chase and Sanborn has of course been of long duration and the program itself a pace-setter for smart radio showmanship. Ed Wynn's comedy twist in the sales spiels for Texaco is natural enough to build public familiarity. Plus the fact that the Texaco company itself is aggressively active on merchant-

dising tie-ups and keenly showmanship-minded.

Several programs, notably the Metropolitan Opera and Casa Loma orchestra have been on the air a comparatively short time. It is to be expected that the public would recognize their sponsorship as readily in the cases of older shows.

Minneapolis with a predominantly Swedish racial strain is probably neither wholly typical nor extraordinarily unique as an American city. It has long, tough winter nights and a citizenry not noted for being high-brow. It is presumably a good radio town with strong family life ties.

Easy Aces who switched from Lavoris and an evening niche to Jai Salts and an afternoon period drew 11 wrong identifications by listeners not aware of the change of sponsors but the 16 correct answers were by housewives so that this isn't a bad show!

Outstanding variety between Hartford and Minneapolis is the family-like relationship of Burns and Allen. Out of 65 replies Hartford correctly named Burns and Allen's advertiser 53 times. In Minneapolis out of 92 replies only 26 were right.

Next week: Ala., and Charlotte, N.C.

## Program Sponsor Identification

### MINNEAPOLIS, MINN.

**Tabulated Replies are from the following:** Housewives, 28; grocers, 2; druggists, 2; manufacturers, 2; tailor, 1; clergyman, 1; in raver, 1; stenographer, 4; office managers, 4; stock brokers, 3; salesmen, 18; saleswomen, 1; maid, 1; milkman, 1; architect, 1; lawyer, 1; garage mechanic, 1; merchants, 2; press agents, 2; clerks, 6; reporters, 2; theatre owners, 2; porter, 1; buyers, 2; unidentified, 2. (92 REPLIES)

	Sponsor Correctly Named	Sponsor Wrongly Named	Sponsor Not Known
Amos 'n'	80	12	
Eddie Cantor	76	13	
Ed Wynn	75	16	
Maxwell Show Boat	65	27	
Myrt & Marge	64	28	
Boake Carter	55	37	
'March of Time'		27	
Rudy Vallee		42	
Jack Benny		51	
Phil Baker		61	
Wayne King Orchestra		64	
Burns and Allen		66	
Joe Penner		65	
Metropolitan Opera		59	
Paul Whiteman		63	
Olsen and Johnson		71	
Easy Aces		65	
Jessica Dragonette		77	
'Rise of Goldberg'		81	
Iara Lu & Em		80	
Casa Loma Orchestra			
Will Rogers			

## GARBER GOES ON CBS FROM CATALINA ISLE

Chicago, Feb. 12.  
Garber orchestra opens at Catalina Island Casino on July 2 for an eight-week stay.

He there will get a coast-to-coast hook-up over the Columbia system. Wires will be strung across the channel to Los Angeles.

### MORE RECOGNITION

Rochester, Feb. 12.  
University of Rochester establishes first formal radio broadcasting course in the city. It's a new offering of the Extension department to train in preparation of material delivery, microphone technique, tone production and enunciation.

Carmen Ogden will conduct, assisted by broadcasting and advertising experts.

### LEIBERT OVERBOARD

Dick Leibert, Radio City Music Hall organist, who has 18 broadcasts a week on NBC, wouldn't add two more via WOR. Leibert felt he was overboard on etherizing.

Lew White took on the WOR shores instead.

### WCAO SPURNS LIQUOR

Maryland Always Wet but Station Is Semi-Dry

Baltimore, Feb. 12.

Tommy Lyons, owner-operator of WCAO, (CBS) has announced his station will refuse whiskey and gin. Light wines and suds programs okay, but even the continuity and commercial plugs of these products get careful scrutiny.

Announcement just formally made public, till now WCAO steering away from any declaration of a definite yes or no, but accepting grapes and hops products while stilling the hard stuff.

Rather surprising and creating quite of comment in State time-honored wet and the stamping grounds of some of distilleries. Furthermore, Lyons has never been known to be interested in or aligned with dry activities.

Federal Radio Commission has just okayed full 500-wattage on unlimited time for WCAO.

### Knight Cuckoo Mar. 21

AC Spark Plugs, a General Motors subsid, has set March 24 as the revival date for the Cookoo with Raymond Knight on NBC. Burlesque will get a half hour each Saturday night and a coast to coast hookup.

Contact all around is for a minimum of 26 weeks.

## Aspirin Takes 'Dreams' Unsponsored for Week

Chicago, Feb. 12.  
After one week interim on sustaining the 'Painted Dreams' daily show on WGN grabs a new sponsor, the Cal-Aasperin company. Former sponsor, Battle Creek Foods company, is hunting for a cheaper show.

New commercial hook starts on Feb. 16.

## NBC AUDITIONS BOOKED SOLID

Auditions schedule for new talent at NBC is so loaded up that a candidate for a tryout can't get a booking before Feb. 25. Ernest Cutting, who listens to them for the program department, has few hundred dated up in the meanwhile.

Cutting devotes six hours a day five days a week to the parade of mike prospects, giving each at least 15 minutes. While Cutting is bending ear over his loudspeaker there's another set of hearings for newcomers going on elsewhere in the building. Latter is NBC Artists Service affair Ruby Cowan doing the listening for that department.

## Dill Bill to Curb Mexican Stations' Activities in U. S.

Washington, Feb. 12.

Bill to curb operation of Mexican radio stations was offered in the Senate last week by Senator Dill of Washington, co-author of 1927 radio law.

Measure prohibits persons or companies from piping programs over the border of the U. S. to any foreign transmitter with sufficient power or such location that its signals will be received in this country.

Radio Commission could grant authority for U. S.-foreign tie-ups in order to hurt legitimate networks and chains from serving Canadian and Mexican clients.

### KFWB's New Thriller

Hollywood, Feb. 12.

KFWB is starting a new mystery serial 'Intra Red,' by Fran Striker.

Parts will be played by staff players with production by Jack Joy.

### LINFOOT DROPPED

San Francisco, Feb. 12.

Vic Linfoot is off the NBC announcer's staff at headquarters here, his place going vacant until a successor can be selected. Remainder of the staff meanwhile doubling up until the spot is filled.

Also off the network payroll are Gall Taylor, soprano, and Gertrude Lyne and Grace Franklin, piano.

Linfoot will do the Eb and Zeb act and others with the Pearce gang, besides cutting transcriptions of those two characters for MacGregor-Sollie.

## Columbia, NBC, Both Surveying

### Webs Seek Data on Popularity of Stations and Family Habits

CBS is making its second annual national survey among listeners direct to find out what stations they're tuning in regularly in their respective communities. From this questionnaire the web expects to chart both listener popularity and clarity of reception. Covered by the questionnaire mailed out are 3,072 country seats.

'Country report' addressed to set owners in these areas asks that the info filer-iner first make note of what CBS and NBC stations are heard most, average weather conditions in that community, then what outlets generally listened to and finally which station tends to be the most popular in your community.

In a large number of cases the queries have been directed to the secretaries of local chambers of commerce, while in the small towns the postmaster has been asked to jot down his findings.

NBC is trying to find out what time of day the various segments

## House-to-House Canvass for Petition Signers in 2 Stations' Priority Fight

### MUST GET BREAKS

NBC Orders Path Cleared for Four Acts

Chicago, Feb. 12.

Chicago-NBC program department has spotted four acts for the big build-up and has sent strict orders through the offices that these four must get thorough co-operation and plugging. Acts are Jackie Heller, Irene Beasley, the Crusaders and Vic and Sade skit.

This follows the recent shake-up in the sustaining division with seven turns shaved off the Merchandise Mart as unable to attract sponsorships.

NBC also searching for new tag for the Crusaders, male quartet. May use public contest angle for new label.

### Penetro Goes East

Chicago, Feb. 12.

lough show known as the 'Penetro Revue' is going into the New York NBC studios to keep up with the shift of the Vincent Lopez orchestra from the Chez Paree here to the St. Regis in the east on Feb. 23.

Means that the King's Jesters and Tony Cahoon drop off the show for at least the eight weeks that Lopez is set in New York. Agency tried all angles to get the Jesters into Radio City but other Chicago local shows deterred the Jesters quartet from making the jump.

Understood that show will return to Chi after eight weeks upon the expiration of the 14-week contract that stands on the Lopez-Ploughite up.

• NBC AUTO SHOW TROUPE

San Francisco, Feb. 12.

Seattle Auto Show, March 3-10, will have an NBC show booked by the network's artist bureau and Lou Emanuel. Troupe may also play Vancouver, Victoria, and Portland, with deals for those cities now on the draw.

In the show are Senator Fishface (Elmore Vincent), Nathan Stewart, Don Julian and Margie, Verne Frechette, Virginia Kelsey, Fortune Sisters and the Neapolitan Four.

### MAGUIRE STEPS UP

San Francisco, Feb. 12.

Arnold Maguire steps up to the post of production manager at Don Lee's KFRC this week (15), succeeding William H. Wright who resigned to join Al Pearce's Gang on NBC. Maguire has been announced, continuity writer and producer at the station.

Wright will do the Eb and Zeb act and others with the Pearce gang, besides cutting transcriptions of those two characters for MacGregor-Sollie.

•

BEER AND BRAVERY

Harvard Brewery Will Li With Heroin

Boston, Feb. 12.

Harvard Brewing Company has decided to go into radio in a big way. New series will be known as 'For Nights.' Shows will pay tribute to the Army, the Navy, the police department, and other organizations symbolic of heroism and bravery.

First program will pay tribute to the Navy. A local radio executive, Eddie Gresham of WEEL, will be the heroic figure which the sketch will be built around. The skit will dramatize the incident of Vera Cruz during the Mexican trouble in which Eddie lost his leg and received the Congressional Medal of Honor.

In addition to the dramatic sketch there will be two of the comedy type. Andrew Jacobson and his orchestra will furnish the musical portion of the series.

Brew company is currently heard each Monday night WRZ at 9:30 o'clock.

### KNX'S TEMPORARY HOME

Hollywood, Feb. 12.

Moving from the Paramount lot, KNX will be housed temporarily in a part of the old Paramount studio on Vine street, now occupied as a recording building for Otto K. Olsen.

Station goes into the temporary quarters awaiting finishing of a studio on Sunset boulevard, formerly used as a film museum.

### KYA's Additions

San Francisco, Feb. 12.

Cy Trobbee and an orchestra of eight men taken on by KYA. Trobbee was previously on KPO and before that at the Palace hotel. Station goes under the Hearst banner Tuesday (tomorrow).

Richard Holman, author of the 'Milly and Billy' skit on the same station, added to the payroll as continuity scribbler.

While making changes, broadcaster also comes on air half hour earlier in the mornings, and has Ernie Smith doing a nightly sportscast and most of the local prize fights.

# FRANCE'S RADIO MARKET

## Group Broadcasters, Inc., Launched With Unofficial FRC Blessing

Purposes of the coterie of independent stations who have organized themselves into a time-selling combine known as Group Broadcasters, Inc., has received the approval in an unofficial way of the Federal Radio Commission. During the meeting of the station operators involved in New York last week at which officers were elected and the final touches put to the proposition a member of the commission was present on invitation.

All angles of the project were explained to him and he was provided with a copy of the collective contract. His comment on both indicated that the enterprise would meet with the okay of the Roosevelt administration, particularly since it would serve as an answer to those critics who charge that the present administration's policy tends to give the concentrated interests an edge over the small business proposition.

Though 22 stations have already allied themselves with Group Broadcasters, the stock ownership and operating control of the organization remains permanently in the hands of the 10 charter outlets. All stations outside of this 10 will take the designation of associated members. Under the GB plan of selling an advertiser must contract for a minimum of 10 stations out of the group to be eligible for the group rate. Price for each station in the group selected will be the same as charged by the national web with which the respective outlet is affiliated. As a premium the Group Broadcasters will toss in the production and pressing costs of the advertising program that the advertiser elects.

### Busy Shepard

John Shepard, 3rd, has been elected head of Group Broadcasters. In addition to being pres. of the Yankee network and v.p. of the National Association of Broadcasters, Shepard is chairman of the broadcasting code authority. Executive committee is composed of Alfred A. Cormier, gen. mgr., WOR, Newark; Harry Howlett, WHK, Cleveland; I. R. Lounsbury, v.p., WGR and WKWB, Buffalo; Arthur B. Church, v.p., KMBC, Kansas City, and T. P. Convey, pres., KWK, St. Louis.

Group Broadcasters will maintain offices in the Byers recording studios in New York, former Scott Howe Bowen, Inc., while the Bowen organization will be associated with the project in the capacity as time booking agent. Bowen's contract with G. E. is for three years and he is also one of the stockholders.

### Cal Kuhl West

Los Angeles, Feb. 12. Cal Kuhl of J. Walter Thompson is here to handle the company's radio accounts on the Coast.

He takes over the Shell Hour, Coast CBS, previously handled by Fred Fiddler from San Francisco, and the Chase & Sanborn hour for which Jimmy Durante is slated next month.

San Francisco, Feb. 12. Shell Oil inaugurates a number of changes in the Monday night show on the Don Lee network, when the show moves from KFRC here to the Radio Playhouse, Los Angeles, where sponsors can get a studio audience. George Stoll takes up the baton as maestro, succeeding Horace Heidt, who bows out this week (12). Rush Hughes continues as m.c. and Benny Fields, Edith Evans and Edwin Inniss as soloists.

Hughes, who also is on NBC for the Thompson agency, and its Longendorfer bakery client, will do his Monday afternoon air column from KPL, Los Angeles, completing the balance of the week from KGO here.

Move to Hollywood being made to grab off picture names more easily.

### High-Low in Music

Mario Chamlee, tenor with the Metropolitan Opera, gave an audition last week. Name of program proposed for the class singer is 'The Organ Grinder.'

## END BLUE WEB CONNECTICUT SHUT - OUT

NBC is looking for an outlet for the blue (WJZ) link located between Boston and New York. Area that the web's interested in providing coverage for is Connecticut. With that state considered under quota it is possible that NBC will induce some indie-station operator to apply to the Federal Radio Commission for a wavelength franchise and for permission to construct a station in either Hartford or New Haven.

For the red (WEAF) string NBC has an affiliate in WTIC, Hartford. Otherwise the stat is as it now stands is tied up by the Yankee network, a CBS ally.

### Lady Esther Promises

### Wayne King 4-a-Week Until October, 1935

Long, exclusive guarantee contract in radio went through last week when the Lady Esther cosmetic company signed for exclusive use of the Wayne King orchestra until October, 1935.

Under the terms in return for the exclusive deal Lady Esther guarantees the King outfit at least four network shows weekly. Orchestra now has four shows weekly from the face powder company and on March 2 adds a fifth program on NBC with a sixth understood to be ready by spring.

### WWSW Unit Tours

Pittsburgh, Feb. 12. With backing of Allegheny County American Legion, Dutch Hald, WWSW announcer, has organized a revue composed entirely of WWSW talent for a six-week tour of every Legion post in Western Pennsylvania.

Following jaunt around Legion circuit, Hald plans to enlarge review for three-day showing here at 3,800-seat Syria Mosque.

### KFWB's Histrionics

Hollywood, Feb. 12. Tom Moore, Eric Spodwen, Montague Shaw and other film players go into a weekly historical play, starting Feb. 18 over KFWB, commercialized by Alberta Food Co.

Series under the title of 'American Parade' produced by Forrest Barnes was formerly a sustainer at KMPK, Beverly Hills.

### CBS Takes 'Cath'

Los Angeles, Feb. 12. 'Methinks the Great' historical serial written by Edward Lynn has been taken by the CBS network as a sustainer.

Script show has been a KIJIJ feature over the Don Lee coast CBS chain for several months.

## BUSINESS CHANCE CONSIDERED GOOD

Advertising Allowed, but Wretched Quality of Programs and Signal Interference Keeps Broadcasting Unimportant — Natives Prefer to Tune In Other Countries

### NO MUSIC

Paris, Feb. 12. France is possibly the least exploited of the promising radio audiences in the world. Frenchmen own a surprisingly large number of receiving sets for a country in which so little is done to provide bearable programs in the native language. To business opportunity wide open to anybody capable of bringing organization, efficiency, and showmanship to the present situation which is marked by an almost complete failure to apprehend the possibilities of the media. To make the business opportunity the more challenging, advertising is permitted although as employed to date its quite unlike the American system.

Typical day's program schedule for Radio Paris, now the leading local station, with Government backing, starts at noon with a half-hour of Jewish music. Then there is a disc concert. Then an English lesson, a weather report and the stock quotations. Then a lecture on Government insurance—a little propaganda, this—and a lecture on Gluck and Puccini. Finally, at 8:40 p.m., comes the only somewhat bright spot in the day, broadcasting of an operetta from the Porte Saint Martin Theatre.

Not a name, not a sketch, not a highlight of any sort. And the other stations are no better. Best they ever do is to broadcast a symphony concert, or hook up with some public ceremony like the funeral in Notre Dame, with organ music, of a great general.

### Advertising

Most primitive kind of advertising is mixed up in their programs. Advertisers here do not sponsor programs, but just put announcements on the air to boost their products in two or three minute talks. That's all. Whenever a fan hears the talk coming he just dials in Madrid or Moscow for a while, and then comes back when he thinks the French station has returned to phonograph records.

Public men have not started to use the radio here at all. Such things as President Roosevelt's broadcast speeches are absolutely unknown. In other words, the French have exactly everything to learn. The public is radio conscious, but no one is taking advantage of it.

There is nothing the average Frenchman hates more than to listen to a foreign language he can't understand, but the natives, driven by despair, often tune in on English stations such as Daventry, especially when there is a good jazz concert being broadcast, and even turn to continental stations broadcasting in German or Spanish.

On the day when Radio Paris was producing the barren program outlined in the foregoing, Daventry had no less than five good orchestral sessions. French who have good enough sets prefer this station to anything their own people put out.

But these days Parisians have a tough time getting through the powerful and nearby Eiffel Tower broadcast, on 1,445.7 metre, to Daventry on 1,500. The tower drowns out everything else. And all it gives is stock quotations, weather talks, lectures for farmers, news reviews and occasional disk concerts!

## Manufacturer-Distrib 50-50 Split On Radio Time and Discs Supplied By Factory Is Popular Arrangement

### Fun in Chicago

Chicago, Feb. 12. Radio exec surprised his colleagues last week when he burst in and announced jubilantly that Schlitz had taken up its second 13-week option.

Awe-struck colleagues finally understood when the gagger taglined, 'yeah,' second 13 weeks of auditions.

One phase of

that shows no signs of diminishing has to do with the arrangement between manufacturer and local distributor in which the two split the station time costs while the former furnishes gratis the recorded programs. Small-town broadcasting has more commercial representations of this type than ever before.

Among the recent newcomers in this field of other merchandising is the Billiken-Shoe-Co., maker of the Natural Ridge brand of footwear, as well as the bootie using the company name. For each brand the manufacturer has a separate stenciled sign made by Ray Perkins, which are being offered to local dealers on the basis of free use of the records and a halfway share on the time billing. Another manufacturer with national distribution that leans exclusively in this direction and on an extensive scale in plugging its wares is the General Household Utilities Co. of Chicago. This firm's Grunow Variety series has to date been spread over 70 stations.

One of the first manufacturers to adopt the method of splitting broadcast costs with dealers was the Mantle Lamp Corp. of America. Concern's recordings are currently heard over 80 stations. Last count had the Nyal drug syndicate responsible for half the billings on each of 53 outlets. Fertig Co., using Irene Castle's Own Story as the Waxed subject, has also made huge expenditures along these lines. Another manufacturer operating along similar lines is Simmons Beds with 17 dealers to date in on the sharing arrangement.

Stack-Goble agency has a novel tie-in with Plymouth Motor's latest air campaign. It's a case of where the commercial isn't called on to put up anything, but its good will and presence. Agency assumes the expense of furnishing the stenciled programs and for reimbursement looks to the 15% commission paid by the station on the time sold to a local Plymouth dealer.

Proposition entails that the station itself make the local dealer approach and sell the car distributor 13 five-minute spots. When the contract is closed Stack Goble ships on the recordings for use without pay and with the understanding that when the station collects for the time it will remit 15% of the gross to the agency.

To date, around 120 Plymouth dealers have agreed to foot the bill for the series. In the New York area, WOR has the bankroller.

### JUST IN TIME

KYW Almost Forgets Hearst Orders to Plug WCAE Inaugural

Chicago, Feb.

Hearst affiliate station KYW almost incurred the enmity of the Hearst organization last week when it forgot to set itself on the network for the inaugural ceremonies of the Hearst station in Pittsburgh, WCAE.

Orders came through the Hearst organization, several months ago to watch out for the WCAE opening. When the NBC traffic department set up its network outlet here for the ceremonies the station was nominated for the show was WMAQ, Daily News station. Show was thus marked on the traffic sheet for a week or so—\$8,888-than-24 hours because the show was set to go KYW discovered what it was all about and ran to NBC for the local wire. It was too late, however, to switch the show to WMAQ, with that station having made plans for the program.

Result was . . . WCAE inaugured both WMAQ and

## JURY AWARDS PRESCOTT \$2,000

J. Ilen Prescott, WINS, New York, announcer, obtained a \$2,000 verdict against Ham Fisher from a jury in the Westchester County Supreme Court last week on a claim that had to do with the air version of the cartoonist's 'Joe Palooka' character. Prescott sued to collect \$2,800 which he alleged was the balance due him as writer of the scripts.

Broadcast version of the comic strip ran last year on CBS for Heinz rice flakes. At the end of 19 weeks the food packer cancelled because of his family's objections to the program. Complaint made was that it wasn't dignified enough to be associated with the Heinz insignia. Before Fisher stopped paying, Prescott had collected \$1,300 for his work. Prescott was formerly with NBC where the 'Palooka' show first made the audition rounds and though the announcer was responsible for the first three scripts only it was his contention that his work served as the basis for the concern's subsequently 'turned' show.

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Fisher obtained a stay of execution for 30 days to allow his counsel to take the verdict to the Appellate Division.

### Sue Mitzi Green

Los Angeles, Feb. 12. Suit for \$5,000 for services rendered, and demanding an accounting of revenues received by Joe Keno from electrical transcriptions for broadcasting made by the defendant's daughter, Mitzi Green, has been filed in Superior Court here by William Melkjohn and Arthur Esberg, agents.

Complaint charges that in November, 1932, Keno engaged the plaintiffs to negotiate for the making of electrical transcriptions for the World Broadcasting System, using Mitzi Green, and agreed to pay them 10% of all receipts from such transcriptions.

Plaintiffs allege on information and belief that receipts from this source have been in excess of \$40,000, and want judgment for their share of these receipts, plus the \$5,000 for services.

### Cantor in Florida

Eddie Cantor will employ a local orchestra to pickups from Hollywood, Fla., for the next four Chase & Sanborn broadcasts from that winter resort. James Walling-ton joins the CBS crew star of the minstrel show. But Jaschinski's band remains behind in New York for his specialties. The local Florida band will recruit any Cantor's vocal numbers.

Result was . . .

**WARD'S FAMILY THEATRE**  
With Cecil Lean, Cleo Mayfield, James Melton, Judith Anderson, Tom Powers  
In Two Parts  
6:45 and 7:30 P.M.  
15 Mins. Each  
**COMMERCIAL**  
WABC, New York

Instead of one continuous 30 minute program the Ward Family Theatre is divided into two acts of 15 minutes each. The housemen mission on the Columbia network is of course not really an intermission, but another program (Ethel Waters-George Jessel-Jack Denny) whose contractual claim upon the seven p.m. niche antedates the Ward sponsorship. This other program over, "Ward" comes back for its own segment.

A notion of a divided program is not original with Ward's but for practical network purposes that doesn't affect the advantage of doing something new and different. Stunt is new and different to the radio public at large. Split schedule, therefore, may be assumed reasonably surefire so far as attracting attention and creating interest. While probably representing simply a smart effort to make a virtue out of a booking jam the arrangement is good showmanship.

And because anything that widens the scope of radio or pushes the restricted frontiers of the media forward is of concern to everybody in it, the trade influence of the Ward program may easily be found.

Will listeners return to a designated kilocycle at a designated time to pick up the balance of a program? Probably the Ward program is safe on that score. First because the first part is apt to be pretty good (judging by sample second), because the succeeding American Oil program is also good, and third because laziness is a marked characteristic of many, perhaps most, radio listeners who only tune out when the program quality undergoes a sudden change for the worse.

Obviously, however, the division of programs into acts or installations presents dangers if the time lapse is over-long. But with the danger the device carries certain recommendations on a production and merchandising end. Building of suspense otherwise impossible is one valuable use of the separation. Checkers, checkers and through hook-ups calling for telephone or other response the same night is also susceptible of varied employment.

But beyond the specific uses possible to this particular stunt it is provocative. Radio is starting to need innovations and novelties and comedies and others. This is partly not the place to generalize yet that constant menace, program dullness, requires constant vigilance and ingenuity.

First part of the Ward show on Sunday (11) consisted of Cleo Mayfield and Cecil Lean plus James Melton and an orchestra batonned by Billy Rose. Theirs was a diverting variety. Melton's one voice, the courtly, is well known in radio. Less well known are the Lean-Mayfield duo who bring to broadcasting a long and varied experience in musical comedy. Both are seasoned trouper's and if the term "trouper" isn't generally used in radio suffice that in show business it's a compliment.

Miss Mayfield's comedy delivery comes over splendidly and Lean's feeding is always expert. While their opening night material wasn't the best comedy the air has heard, their style might catch the public fancy. It's just goofy and amusing enough.

In the final section the elegant Judith Anderson and the suave Tom Powers acted with much elation, a condensed version of "A Marriage Has Been Arranged." In acting and direction this playlet was a gem seldom equalled on the air.

Ward's commercials spills are dramatized. First a grand dame stays for tea and compliment her daughter on her home made bread only to be stunned by the amazing intelligence from the giggling grandchildren that it's not home-made bread but Ward's soft bun. Later Mrs. Mayfield is ordering her groceries and by a coincidence the conversation turns to Ward's. Plugs are pretty lengthy but not unbearable and the claims don't aggress common sense. *Land.*

#### CARIBBEAN SERENADES

Music  
30 Mins.  
Sustaining  
WHN, New York

Cheer appeal of the Caribbean Serenades directed by Gerald Clark is that they're different. Any number of night dance combos on the air but few can compete in the odd broken rhythms of Cuba and the Latin countries.

It's 100% rumba-tango-son-fox-trot-paso doble stuff with a nifty assortment of numbers to change the pace.

Band belongs in a class drinking restaurant, if not already thus engaged. As announced, they did their serenading from the WHN studio Sunday afternoon 6-5:30 p.m. *PTT.*

**MRS. GRASS' NOODLES FESTIVAL**  
Jack Brooks, Lucille Long, Norma Sherr, Eddie House and Harold Parks.  
Music and Singing  
**COMMERCIAL**  
WBKB, Chicago

On three week-day mornings, Mrs. Grass' genuine egg noodles are getting 15-minute plugs. Harold Parks, on this show, probably wins the title from Gibbons for the fast-speaking human on the ether. He has to be to get in all those splices in just a portion of 15 minutes. It's a wonder that there's any time left for the war, the music, cooking ideas and the other ducky fun that Mrs. Grass is delivering free of charge, to the morning housewives.

The performances are regular WBKB talent. Eddie House is organist, pianist Norm Sherr, and particularly tickling Tongling Jack Brooks have become identified with this station through long sessions of fill-in spots. They are all suitable for Mrs. Grass' egg noodles and Mrs. Grass' who might be listening in. Jimmie Hall, don't however, about Lucille. While the others are free and easy, as a performer for egg noodle should be, Miss Long takes herself and her job too seriously. She is singing pop tunes as if they were operatic arias. An easier and lighter style would move suddenly to the passing on the recipe which tells the secret of how to surprise

buddy and the visiting old friend from college with a new twist in noodles, the show comes to a next-to-closing stutter with brain-twisting. They belong in the family in such a way. Such twisted is the woman who loves her five-dollar bill that she was pinned to her coat yet was able to identify it, and the one about the two workmen, one of whom got his face dirty and the other not. Yet the dirty one didn't do anything about it and the clean face ran to wash his. And the clean face is Winnie.

It all passes as entertainment at 10 a.m., and probably is suitable for the house frau who is wondering what to cook for dinner. *Gold.*

#### MARVELOUS POWDER REVUE

Jack Whiting, Jeannie Lang, Fairchild and Lindholm, Jack Denny, Three Rascals

30 Mins.  
**COMMERCIAL**  
WABC, New York

Not much ingenuity about the production of this one, though it does make up as a fairly entertaining half-hour-for-the-femme element. Paired with Jeannie Lang is Jack Whiting, musical comedy juvenile. Not a highly happy merger for mike purposes. The two personalities don't seem to jell. Whiting carols a romantic dirge smartly enough, but fails to bring out the footlights. Miss Lang's insinuation with a song has her holding her own.

Dovetailing into the continuity are minute blackouts, with comedy intent. Two samples on the debut show Friday night. (9) were anything but funny. Verbal sparing between Whiting and Miss Lang which sparkles and wit. Fairchild and Lindholm slipped in for a piano duet and did it well, while the Jack Denny dancapstan had several linnings all to itself.

To read the plug on the concern's brand of face powder, Hudnut Bright, Lee Roy Cooper, is a straight regurgitation of the product's vaunted qualities and gave Ross no opportunity for poetic inflexion. Hudnut started off the series with a free sample offer.

Stanza is scheduled opposite the Maude Adams show on WEAF. *Ode.*

#### DENVER !

30 Mins.

Sustaining

KOAB Denver

Not a regular weekly program, but put on only once to show Denver that many of the radio and screen stars could be imitated by local talent. Walter Campbell, announcer and director of publicity, worked up the idea, secured the talent, putting them in such a manner as to make 25% of the station time with compliments before the half hour was up, and large numbers called afterwards.

Run in the nature of contests with no prizes—names of songs or stars were not announced until the end. Charles Steinberg's skinned-toned orchestra furnished the music and he has the knack of making it sound much bigger—it's only eight pieces; but on sustaining programs hereabouts expenses must be kept down.

Listeners on the bill were Kay Wick, Dick Deno, Joe Clifford and Walter Nevels. Home town spot was divided between Kasey Wolfe, who impersonated Helen Kane in "That's My Weakness Now," and Walter Nevels, who imitated Walter O'Keefe in "The Man on the Flying Trapeze." The entire group got on the latter in spots.

A good showman special event that clicked all the way. *Abel.*

**HENRY BURBIS**  
And Four Rhythm Boys  
15 Mins.  
**COMMERCIAL**  
WEAF, New York

Gillette in fostering the greater use of its blue blades has spread from waxed one-minute drama capsules to 15-minute personalized blues and buffoons with a quickie punch and patterning needed in the middle of the clowning. It is surely an improvement over the stereotyped sales gal to neatly shell the message as a one-two-three-and punch short story, so the program is okay on that score. Gillette's thoughts and a good one is that he's won with tough beards that give the wife trouble and social annoyance should use the blue steel as calculated to do less plowing and mutilating of tender skins when frequent shaving is unavoidable. Dramatization on the Gillette stage program and motion picture stars named Clark (maybe Gable) doing a late afternoon scene in Hollywood and fouling the camera by a bearded stubble raised since the last shot. That dovetails into the fear complex—what will your employer think of your unsightly beard? His hair is hard to keep and get these days.

Burbis is a nut comic. He sounds quite like Benny Rubin and punctuates the King's speech in much the same way. Most of the material is of the patter rhymed nonsense type. Some of it veers toward parody. Four Rhythm Boys are background, like the rest of Burbis.

Precious sample was good. Program moves rapidly and goes down easily. It's not exculpatingly funny, but the buoyancy is commendable. There's a certain hop, skip and jump to the program, and needless to remark, the formula is not one that's been frayed by excessive use. *Land.*

#### GOODMAN JEWISH PROGRAM

Joseph Rumshinsky and His Choir  
SOLO, New York

Program is really presented by WEVD, but not being on the air at the proper time it percolates through WFAE. It's one of the better Yiddish programs and will get attention.

Joseph Rumshinsky is the only name used. He's the most brilliant Yiddish composer, has a very strong following and is highly worth while. His current program switches every week. One week it's a prominent soloist and another Rumshinsky's direction. Both are found to intrigue Jewish other listeners.

Week caught Rumshinsky chose Bar Kochba's old Goldfadden operetta. Goldfadden, with Leon Gordon, are the old standby of the Yiddish theatre, practically its foundation playwrights. Rumshinsky made a very colorful new score for the piece, and condensed it to bring out its highlights.

Ruben Goldberg, announcer for the program, uses only English and is okay. Doesn't overdo the sales stuff, and yet makes his point for the matzoh concern effectively. *Karf.*

#### SATURDAY NIGHT PEP SHOW

Harold Stern, Ariens Jackson, Bill Smith, East and Dumke

Comedy, Songs, Band

30 Mins.  
**COMMERCIAL**  
WJZ, New York

Routining given this one helps it live up to the tag. Initial stanza (10) of the series moved along with a snap and smoothness that enhanced the showing of each of the entertainment items. Pure fun is supporting the program on a local station basis and with the plug stressing the Yporene label. Even the selling is plied with a brevity and verve that reacts all to the commercial's favor.

For the evening event East and Dumke (Sisters of the Skillet) guested, unlimbering several of their nonsense takeoffs and doing well by themselves in the way of chuckle possibilities. Arlene Jackson appeared to be in her metier here and her song bits registered.

Stark and Bill Smith bartended with the Harold Stern organization.

Stern's end allowed him ample opportunity to run the gamut of syncopated musical genres, and to do it in a style that's bound to please a variety of tastes. *Ode.*

#### MARTHA MEARS

Singer  
15 Mins.  
Sustaining

WEAF, New York

Martha Mears is a girl singer evidently newly under the wing of NEC and used as an open-period stoneman. Few have achieved radio fame from staggered or irregular scheduling.

Her voice is pleasant and melodic and wears well on the ear. However, if anybody insists on hearing the lyrics Miss Mears is not an ideal selection. Her diction at times is quite unintelligible. She sloughs syllables in the interest of melody. *Land.*

#### THE BANJOLEERS

Music  
**COMMERCIAL**

15 Mins.

WGK, Schenectady

Drink Your Way to Health with Crystal Water Crystals is the slogan of the day, and then it proceeds on a 15-minute early-evening program, to pour into the ears of listeners a dose of advertising which to discriminating dealers must be little short of nauseating.

George Roberts, a special announcer, delivers three messages extolling the merits of the mineral water, and incidentally making strong claims about the diseases which it will cure. As if this were not sufficient, the station announcer takes over the mike for another spell and the addendum of a long list of addresses of drug stores having the product.

Roberts is a smooth salesman, but neither he nor any other man can peddle the load of advertising freighted on this program without building up some listener-resistance. For its own sake, as well as for the prestige of the General Electric Company, the WGA management should use the blue pencil on these advertising scripts.

Don and Lee Hancock, WGK standbys, pick the banjo strings expertly and harmonize pops well, between plugs. Their act would pack more punch if time-outs for advertising were few. *Jaco.*

#### PEGGY RICH

With Eddie Maxwell

Band, Songs

15 Mins.  
Sustaining

WMCA, New York

If anything, the resourcefulness evinced here by WMCA's new management may be set down as sadly misguided. It is the first time that New York radioland has sought to exploit a girl whose only claim to attention is the notoriety received from the newspaper accounts of a divorce suit.

Billing that goes with her action WMCA describes Miss Rich as CBS' most glamorous lady orchestra leader. Also announces the station: Having more or less exhausted the market of the world, if her own confessions mean anything, she now turns to radio for new fields to conquer.

Before her marriage to CBS' head maestro, Freddy Rich, she was a dancer. This makes her first blooming as a juggler of the baton, which was responsible for the cappuccino. Her baton plug on the debut of the program Friday night, (9) she ought to stick to the terpsichore art. Same reaction was occasioned by the lad who does the vocal interluding for her, Eddie Maxwell. He was flat and too far ahead of the band most of the time. *Ode.*

#### CLUB CAR SPECIAL

Harold Levey

Sketch, Music

15 Mins.  
**COMMERCIAL**

WOR, Newark

Hearst's feature organization,

the recorder of the series, American Broadcasting System, is distributing these dramatic sketches on a biweekly basis, which means the stations may use them as fillers-in and at no recompense for time. Exception to the latter non-pay arrangement is WOR. Disks are on the Newark outlet's Friday evening schedule, with the plug continuing to show with the New York American.

Dramatisations impi on these platters are based on comedy episodes turned out by O. O. McIntyre, Bill Rogers, George Ade, Bugs Baer, Milt Gross, Daymon Runyon and others whose work make up the diversion section of the Street Meet, My Man of Events or City Life Sunday supplement. The Club Car Special derives from the program's musical theme, intoned by Harold Levey to the accompaniment of cappuccino of train whistles.

First of the series, caught (9) by Bug Baer's "Rufftown" as its background, was capably staged and the dialog contained good cause for laughs. *Ode.*

#### THE MEISTERSINGER

Vocal

15 Mins.  
Sustaining

WABC, New York

The Meistersinger is okay for the sound. It's a romantic balladeer who knows how to tickle his numbers with the same variety change of pace which first established Arthur Tracy as the Street Singer. Obviously, The Meistersinger, who comes from CBS' Philadelphia affiliate, WCAU, was patterned along somewhat similar lines with a view towards creating a new romantic singing air personality.

Instead of Tracy's accentual backup, it's The Meistersinger and his wife—So far he's either 2nd Saturday mornings at 9:30-10 a.m., not particularly favorable groove, but he should fast assert himself.

He should be able to create a new romantic singing air personality.

He knows how to pick his songs and sells 'em with feeling and conviction, yet not overdoing any of the amorous tremors in the loins. *Abel.*

#### PAUL MASON ORCHESTRA

30 Mins.  
Sustaining

WABC, New York

Paul Mason's Saturday morning (10-10:30 a.m. EST) comes in the groove formerly occupied by Frank Winograd's orchestra, also a Philco combo, and likewise picked up by CBS' WCAU, Phila. With Winograd set for a long time, Mason is getting a bigger upper and listens just as sprightly in the early morning especially amid his assortment of spaghetti, flower and other domestic product exploiters.

Larry Tait is accorded solo feature, tuning as the vocal interpolator.

Others are competent and highly professional, worthy of the chain broadcasting.

*Abel.*

#### MARTHA and HAL

Songs and Talk

Sustaining

15 Mins.

WGK, Schenectady

Martha (Lorraine) and Hal (Bravo), sub-bills for "The Little Southern Girl and Her Boy Friend," are now carrying a program over WGK six mornings a week, plus an occasional afternoon shot, after broadcasting over the NBC red network for some months. It is likely that they are due to be garnished with dates via WGK's Artists Bureau.

Pal chatter and harmonie piano, piano accompaniment in of the type once familiar to vauville patrons, and now offered several duos on network sustainers. The comedy side is mild, the singing stronger.

Martha's singing voice has not the soft, musical quality expected of a Southern girl; the microphone sometimes makes it sound bit harsh. Her light soprano, which handles skillfully, is pleasing to the ear. Hal talks and tenors well. More might be made of his piano playing.

*Jaco.*

#### CIRCLE OF ROMANCE

With Ohman and Arden.

Jackson, Edward Nell, Jr.

Songs, Piano, Band

30 Mins.

**COMMERCIAL**

WJZ, New York

Pleasant enough interlude of its kind. It's strictly stereotyped in both production as a whole and the presentation of the various participants. Plug is also of the stereotyped sort, with a dramatized bit sandwiched in between announcer recitations. Behind it all is the Perfect Circle Co., which manufactures piston rings and piston expanders.

Network listeners should be well acquainted with at least the Ohman and Arden act. It's one of radio's three standard piano duos. Edward Nell, Jr., unlimbers a suave and melodious baritone, while Arline Jackson would have a better chance or showing off a truly exceptional mike personality if left to her own devices at the piano instead of being doctored out by the band. The girl has some plus but to this program her endowments mean not a thing. *Ode.*

#### WDRC GIVES MAYOR EXPLANATORY 1/2 HOUR

Hartford, Feb. 13.

With the inauguration of a new mayor, WDRC, Hartford, contributes one-half hour weekly to the chief executive of the city who the activities of the administration for the past week and what to expect.

Hour was given to the city in hopes of creating a better understanding of some of the radical policies the government is attempting to bring about in local legislative bodies. No politics are permitted for broadcasting.

#### Moving Day

publicity and progr

Saturday (10).

moved intact up to the 19th floor and the program department unit into a single operating layout by being brought down to the 18th. Previously the latter contingent had been spread out over the building.

Also shifted to the 18th floor is the artist bureau.

CBS news service has been assigned to other quarters for the two more weeks it has to go. Bureau folds with the unveiling of the broadcast news office by the press associations, as part of the pact between radio and the press.

## Air Line News

By Nellie Revell

Frank Dale, legit and radio actor, is back in the acting field again after a layoff of about a year, in which time he was in the sacramental wine business in Rosedale, L. I. Dale went into this line when things got a little overly tough on the acting front. Repeal split the end of liquor as far as he was concerned, so he's back in harness again.

### Junet to Jackson, Mich.

Spartan show, with Richard Hilm band, The Scamps, dances, Langford and Joey Nash return to the air Feb. 25 for five weeks and then goes into storage until October. On March 20 the entire company is going to Jackson, Mich., to attend the sales convention of the Sparks Withington Co. and where they will give a show for the company salesmen.

### Directing Maude Adams

An outside director has been called in on Maude Adams' show, both on the script and staging. Leo Bulgarov, producer and director of 'One Sunday Afternoon' amongst other legit shows, works last week's production.

### G. W. Always Alert

Records of the operas to be done each week by the Metropolitan are played every Friday at NBC and piped to G. W. Hill, resident of the tobacco company, so that the commercial continuity can be fitted in. Sponsors have requested NBC to replace vocalists following the opera broadcasts with a band.

### Makes Radio and Beds

Robert, of Shreveport, La., colored porter, runs from his home to Gotham each week and when in New York broadcasts from WGN, doing, amongst other things, an Amos 'n' Andy imitation. Ben Gross, of the Daily News, discovered him on a trip to his home town. Tyler also sings and plays the guitar.

### Radio Dominates Theatre

Roxy theatre is getting to be a radio house. Jones and Hale commercials, now broadcast from its stage, will be joined shortly by the Ohrbach show from WOR and the stage presentations are usually supplemented by radio acts. In addition it has a new Saturday matinee broadcast weekly and Frank Luther has been booked for a series of programs from the theatre studios via WOR.

### Joe Penner's Build-Up

Following its extension of its contract with Joe Penner, J. Walter Thompson agency, started a build-up for the comedian, spotting him immediately on the Rudy Vallee show last week, making three major programs he appeared on since the week began. Another reason for his going on the yeast program was the difficulty the agency is having getting comedy for this period.

### Second Hand Inspiration

WOR programmers strained and strained for a title for a new show recently and finally selected 'Music in Mosaic' after three days. Then they learned that NBC has one by that name. They're still straining.

Flying Hutchinson Family auditioned for Thompson's Malted Milk at NBC last week...The Phil Spitalny's are visiting Phil's mother in Cleveland this week...Ramona, on a diet, has lost 12 pounds...Will Donaldson, arranger for the Men About Town, has completed a comedy song satirizing mystery novels and the trio will do it soon. Then it will be released for general use...Don Estor has signed Chickie Moon as vocalist with his band to begin Feb. 23...NBC has restored Eddie Heartthrobs to its sustaining schedule and taken off Submarine Girl...Mark Warnow, the Columbia maestro, recently became a father...WOR is shifting, after four years in one spot, the Bamberger Little Symphony orchestra to Thursdays opposite Rudy Vallee...Trini Michel, nee Mike Trini, and Bert Hirsch, are being framed for a classical radio double...Irene Beasley may come east as the vocalist with the Phil Baker show...NBC has installed shock absorbers on its elevator buttons to do away with the static shock formerly received when the button was pressed. Now you don't get the shock until you get upstairs.

### Too Cold for Hot News

Four Hottentots, colored girls hailing from Mobile, Ala., auditioned for Ruthrauff and Ryan agency...Sidney Mann opens in Loew's Vaude Feb. 20...Dolly Madison powder is auditioned for an NBC commercial...Jack Arthur, WOR harpist, is appearing at the Radio City Musical Hall, NBC making the pick up for WOR...Floyd Buckley's eyes were severely burned last week from fiddling with a quartz light...Ray Perkins and Fulton Oursler, brothers-in-law, are collaborating on a new series of comedy scripts for a network commercial...Oliver Wakefield, the English comedian, and Eddie Hunter, colored singer, are to be featured in a new radio program...Jack Denny discarded his baton on the American Oil broadcast, but in using it again since the shows are at the Hudson theatre...Rudy Vallee's new singer, Dolores Roach, to replace Alice Faye, is the wife of Sammy Cohen, film comedian...Scamps open in vaude for RKO Feb. 17 at the Mount Vernon, booking calling for the act to open as well as close the show...First two guest stars on the Babbo show starting Feb. 18 with Mary Small and Bill Wigges' band are Jack Parker and Molasses and January...Angie Cardaman, formerly a coal miner, who studied singing for three months at Paul White's expense, is now singing with the orchestra, making six vocalists.

### Short Shots

Both NBC and CBS are working on new Pontiac show since the Ray Paige engagement is for five weeks only. While CBS has the account, NBC has hopes of acquiring it...Ladd, Trio and White may take Frank Lightner, Winnie Lightner's brother, into their vaude act...Buddy Rogers won't be renewed at his dance spot...Kenneth Roberts, CBS announcer, is studying music and Russian...George Guyot has been resigned by Herman Bernreis for an additional three years...Colgate's Toothpaste has an NBC commercial starting shortly with Francis Langford, the Leaders and Donald Novis...Howard Phillips starts an NBC commercial in March...Jack McCafferty sent west for Pontiac...With the new Camel show starting soon, male vocals by members of the Casa Loma band will be cut down considerably due to Connie Boswell and Stoopnagle and Budd being on...Ray Heatterton and Alice Remsen start a new NBC sustaining program this week...Mary McCoy left the Sal Hepatica program because singers weren't paid for the second break...Cast, although musicians were.

### Post Script

The NBC press department warned last week that 9 a.m. is the deadline...exclusives on WOR, for two years, is still the only woman band director on the air...Harry Salter sets a new record for air guest appearances. His Campus Choir, heard for the eighth time on Ipana's broadcast tomorrow night, is renewed each week...Socoony, with Socoonyland Sketches on the air, is enlarging its chain to reach as far west as Detroit...Bill Card at his home in a recovering his health, expects to return east March 1.

## Dusting the Attic

(For the 'way-back-when on present day radio names, VARIETY will exhume its New Acts files on vaudeville which go back over a period of 28 years.)

(Jan. 24, 1920.)

### GEORGE DAMEREL AND MYRTLE VALE

'Hearts and Clubs' (Comedy) 21 Mins.; Four (Parlor) Fifth Avenue

George Damerel comes along now with a well worn theme in a conventional playlet, that of a woman, straight-laced and wife, sturnus-speeching while the husband must take care of himself at home and of the home. The manner of playing makes this comedy sketch a bit different, besides a piece of business in it that is unusual for sketches of any kind!

The business consists of the wife changing her dress before the audience, stripping down to a pretty looking lot of lingerie, as much as may be seen on that and there is quite a lot on view. It is during a tempestuous scene between husband and wife, with the husband deadset on himself. The wife makes a stand as well, saying she is going to leave him, forever, and will leave the same way she entered the home when they were first married, even to the gray dress the man wears.

Bringing the gray dress from a chest, Miss Vale dons her modern gown, and with some effort puts on the gray dress, a tailor-made. It is too small from the hips to the waist, and the waist falls by a large margin at the waistline. It is ill-mannered and drawn, though, but it is an unexpected and bit totally unexpected, and while done with all propriety, still reveals a picture of a woman in her undergarments.

The playlet . . . wobbles along . . . especially during Miss Vale's 'single song.' She is after her own, she displays how much better an actress she is by doing her 'scrapping' scene extremely well. Her song is entitled 'The More I See Others, the Better I Like Me.' The number is entitled to a better delivery than Miss Vale can give it. . . . Miss Vale is a good looking woman and that aids.

The girl who stripped down to a pretty looking lot of lingerie at Proctor's Fifth Avenue back in 1920 is now 'Myrt' on the radio. Her partner 'Marge' is really her daughter, Donna Damerel.

## DANNEMORA PRISON SHOWS 1 A MONTH

Saratoga, N. Y., Feb. 12.

Dannemora (Clinton) penitentiary broadcast a minstrel show over WQDM, St. Albans, Vermont, with such success that the prison will broadcast an hour's show once a month. Time usually filled by Plattsburg, N. Y., advertisers will be donated to convict frolics.

First offering was a minstrel show. Next entertainment will be of hillbilly genre. Prisoners supply all the talent. Warden Murphy and Father Robert Booth, chaplain, are sponsoring the stunt to arouse healthy interests among the prisoners.

## Blow Station Starts

Station WNEW, owned by Milton Blow of the advertising agency of that name, gets going Tuesday (13) with special festivities in the Manhattan studios and at the Waldorf-Astoria Hotel, New York. Don Clark, program director, will be the man's sized job of keeping the station on the air from 7 a. m. to 2 p. m.

Station, nominally located in Newark, N. J., but the bulk of the programming will be from New York, organization occupies the quarters of the defunct Ed Wynn amalgamated web.

Zoe Parnethau is musical director for the studio orchestra. Roxi LaLocca, vaudeville harpist, has the title of musical supervisor, and acts as union contractor.

A sales staff of 10 is now functioning for WNEW.

## Inside Stuff—Radio

Columbia's stockholders, who at present comprise William S. Paley, Sam Paley, Herman Paley, I. D. Levy, Leon Levy and Lehman Bros. bankers, meet today (Tuesday) to put their stamp of approval on a stock issue for public consumption. Move, which has been under consideration for several months, will entail the pooling of 25% of each one's CBS holdings. Shares represented by this pool after the network's capitalization has been boosted will be the stock released to outside investors.

CBS board of directors has recommended that the old stock setup be revised, which would increase the present allotment of 75,000 shares of Class A stock to 75,000 shares, and the 75,000 shares of Class B stock to 375,000 shares.

On the 150,000 shares of the original issue there is no par value. It is proposed to give both the Class A and Class B stocks of the converted 750,000 unit a par value of \$5. Of the original capitalization only 63,200 units of the Class A and Class B have been issued.

Public was informed of CBS's proposed recapitalization last week when the brokerage house of Wertheim & Co. advertised the availability of the stock when and if issued. Balance sheet supplied to inquirers by this firm gave the CBS assets as of Dec. 1, 1932, as totaling \$2,462,134, and liabilities \$32,9,607. Columbia said the statement, earned in 1932, surplus of \$3,67,035 and paid \$4 a share. Surplus earnings for 1933 were \$2,025,459. were no figures for 1933 in the Wertheim balance sheet.

Wertheim's statement was prefaced with the notation that the firm was not making an offering, but merely creating a market for the CBS stock when and if issued. Statement also related that the stockholders' meeting today (Tuesday) will amend Columbia's certificate of incorporation by increasing the present capitalization of \$2,025,000 to an authorized capitalization of \$3,750,000, of which stock aggregating \$3,162,500 in value will be issued, with the increase in capital to be effected by a transfer from the surplus.

Under this move, present stock will be convertible on the new.

Knoxville, Tenn., newspapers have a way of handling radio and treating the stations there which probably is peculiar to the methods used in any other city whether the press be on friendly or unfriendly terms with the radio clan.

In Knoxville the morning newspaper, the Journal, bans and forevermore forbids the use of the word 'radio' in news story, editorial, or any other way. If the President delivers an important message to the people of the nation, the Journal prints the speech and the import thereof, but the fact that the speech was delivered over a hook-up of stations will be deleted from the press dispatch. Same rule holds good on local news. Never is publicity given either of the two local outlets "WROL and WNOX. It Mrs. So-and-So is elected chairman of the radio committee of some local club, she is given credit for being committee chairman but the reading public will never know what committee it is.

Only concession made by the Journal is the carrying a Radio Clock, a brief column which hits the high points of the features on the national hookups. The News-Sentinel, Scripps-Howard chain paper, is a bit more liberal. It deigns to mention the word 'radio' occasionally, but carries only a short column of radio programs. And that column completely omits all mention of the two local stations.

Metro and KNX put over a piece of hokum on the Los Angeles listeners when the radio station announced it had a scoop of a century and that Greta Garbo would talk over the ether.

Following night and the evening preceding the opening of 'Queen Christina' at Grauman's Chinese, the Garbo program opened with music from the picture by a Metro orchestra, announced as an electrical transcription. Then, the announcer stated, 'Now for Garbo.' Listeners heard Garbo and John Gilbert in a scene from the picture, which had been waxed from the sound track. Nothing was said about 'Transcription' and it was so put that the majority of the listeners believed they had been listening to the real star.

With 'Chandu' slated to go out over a national CBS hookup, emanating from New York early in May, Sol Lesser will cash in on the ether exploitation by rushing production on a 12-episode serial, starring Gayne Whitman, who has headed the Coast ether cast since inception of 'Chandu' three years ago.

Vera Oldham, creator of 'Chandu,' do the screen play, with Basil Diké on continuity. Miss Oldham retained serial rights in selling 'Chandu' to Fox for an Edmund Lowe-starred-released last year. With ether script on air three years over Coast stations and semi-nationally by dicto, yarn has gone through a number of sequences.

Lesser's deal is for one sequence with an option on others.

Listeners east of Omaha who tuned in on Borden's '45 Minutes in Hollywood' (CBS) Feb. 3 went without three minutes of the show because the telephone line mechanic at that point forgot to make the switch at the specified time.

Program had been scheduled to pick up Edmund Lowe from Hollywood. While the New-York end of company tried to wake up the fellow at Omaha the stanza's announcer kept breaking into the silence with a pie that the fans hold on.

Commercial has put in a claim for a rebate on the time lost along with the toll fees.

Three-minute delay on the wire change-over marred Pontiac's show from Hollywood Saturday night (10).

Heavy tempest in the teapot at the Chicago NBC offices last week over the Phil Baker routine on the Arbour show for Feb. 9. Concerned a liquor control blackout with the resultant rumpus dragging everyone from the press department to Niles Trammel, Sid Strotz, the agency and the sponsor for a serious conference.

Strotz, program director of NBC, yelped when he heard about the liquor control idea and squawked that such topics were ticklish and contrary to the policy of the network. After a conference it was discovered that only the title was annoying and that the script itself was innocuous, with Strotz barking down on his stand.

CBS got itself jammed up with the present New York City administration Saturday (10) when it cut Mayor Fiorello LaGuardia off the air while he was still addressing the League on Women Voters at the Astor-LaGuardia paused during the latter part of his speech to ask whether just wanted to know? CBS later explained that the mayor had gone five minutes over his allotted time and that it had to take him off to bring in a scheduled broadcast from Paris. It was a performance of Massenet's 'Manon.'

Phil Baker comes into New York for his Arbour show with evidence that the 'life story' sequence he used several weeks ago was original and not pilfered from Jack Benny, who has also used the idea.

Appears a case of simultaneous inspiration on the part of both Baker and Benny, but had the idea several weeks before he sat around to doing it, even mentioning it to several columnists. In the interim, Benny hit with the notion and when Baker followed up he thought there was something copying along.

In connection with fight being waged nation-wide, Rte. 1, service stations on the distributing millions of protest cards which patrons (Continued on page 47)

## New Business

### LINCOLN

*Beacon Coffee Shoppe*, daily announcements, KFOR.  
*Hill Hatchery*, 10-10 a.m. daily except Sunday. Talk given by Mrs. Hill, addressed to farm wives, KFOR.

*Wendell Baking Company*, daily announcements for one year, KFOR.

*P & G Markets*, daily announcements, KFOR.

*Cadwallader Fur Company*, night time announcements, KFOR.

*Giant Markets*, daily announcements, KFOR.

*McBride Sales Company*, daily announcements, KFOR.

*Acme Printing Company*, daily participation in Times and Tunes program, KFAB.

*New Theatre*, Ashland, announcement for one year, KFAB.

*Susan Products*, daily announcements, KFAB.

*Tudor Plate Silverware*, 55 announcements on KFOR.

*Gillette Rubber Company*, three one-min. transcriptions, 26 times, KFAB.

*Farmer's Serum Company*, daily participation in Farm morning programs, KFAB.

*Ford Motor Co.*, Thursday 10 p.m. and Sunday 7:30 p.m. on KFOR.

### DES MOINES

*Capital Drug Co.*, half hour on new Barn Dance Frolie from 10:30 to 11:30 p.m. each Saturday. Placed through Wade Ad. Agency, Chicago. Began Feb. 4; expires April 29. Special talent to be used on show, WOC-WHO.

*Central Shoe Co.*, fifteen-min. elec. trans. 5:45-6 p.m. Tuesday and Friday. Placed through Jims Daugherty, Inc., St. Louis. Begins Feb. 20; expires April 13, WOC-WHO.

*Fireman's Fund Insurance Co.* placed direct. Sunday 6:15-6:15 p.m. Talks by Milo Reno, president, National Farmers' Holiday Assoc. and general manager. Burance co. Began Jan. 28; expires April 22, WOC-WHO.

*Hills Bros. Coffee*, placed through N.W. Ayr, Philadelphia. Five 5-min. programs weekly. Began Feb. 5; expires March 18. Late afternoon time, WOC-WHO.

*Royal 400 Oil Co.*, Ft. Dodge, Iowa, placed direct. Five 1-min. announcements weekly and 15-min. studio show Wednesday and Saturday. Began Jan. 21; expires June 7, WOC-WHO.

*Brown Beauty Beans* (subsidiary Western Grocer Co., Marshalltown, Iowa), placed through Erwin Wayse, Chicago. Renewal of three 5-min. ET weekly, Wednesday, Thursday and Friday. Began Jan. 31; expires March 14, WOC-WHO.

*Armand Co.*, cosmetics, Des Moines, placed through Reliance Ellis-Youngreen Co., Inc., Chicago. Begins March 5; expires May 30, 26 periods 15-min. duration. Monday and Wednesday eve. time for trans-studio program, WOC-WHO.

*Waters Center*, Minneapolis, placed through Cramer-Krasselt, Milwaukee. One-min. announcements

starting Feb. 19; expires March 19. Monday, Wednesday, Friday, WOC-WHO.

*Hotel La Salle*, Chicago, placed through Neisser Meyerhoef, Chicago. Announcements Saturday and Sunday eve. time. Starts Feb. 10; expires April 1, WOC-WHO.

*Northrup, King & Co.*, placed through Olmsted Howitt, Inc., Minneapolis. Starts March 12; expires April 23. Five-min. elec. trans. WOC-WHO.

*Walker Remedy Co.*, makers: Chick Foods, Waterloo, Iowa. Will sponsor market broadcasts 3 times daily, 15-min. broadcasts. Placed by Weston, Barnett, Waterloo. WOC-WHO.

*Case Investment Co.*, Des Moines, placed by Coopholder Advertising Co., Des Moines. Series of 3 announcements per week for 1 year with additional announcements to start in April, WOC-WHO.

*Lawrence Finance Co.*, 65-word announcement daily for 4 weeks. Direct, KSO.

*Young's Department Store*, Des Moines, 52 announcements, Reheinay, KSO.

*City Club Beverage Co.* (Schmidt's City Club Beer), renewal 8 1-hr. programs. Once each week Saturday Night Club. Gives 48 consecutive weeks. Direct, KSO.

*Dodge Motor Corp.*, 21 trans. 15-min. announcements to run during Des Moines Automobile show, Feb. 19-24. Placed by Ruthford & Ryan agency, KSO.

*Colonial Baking Co.*, Des Moines, 52 1-hr. programs, 1 each Sunday morning. "Uncle Bill Reads the Funster." Renewal. Placed by Fairall Ad. Agency, Des Moines, KSO.

*Des Moines Automobile Dealers' Assoc.*, 13 15-min. programs broadcast direct from the Des Moines Automobile show, Feb. 18-24. Featuring Morris Sisters, Al Morey and band and Al Leger, ad and show reporter. Placed by Bierensfeld & Ball agency, Des Moines, KSO.

*Collins Funeral Home*, 13 15-min. programs. One each Sunday for 12 weeks. Organ. Direct, KSO.

*Pioner Brewing Co.*, 65-word announcement daily for 12 weeks. Direct by Dressing Ad. Agency, Des Moines, KSO.

*Rebird Hatchery*, Des Moines, 6-min. weather announcement daily for 12 weeks. Direct, KSO.

*Farmers' Union Service Assoc.*, 52 15-min. programs. Friendly Dan with rural and hillbilly music, also doing the commercial. Direct, KSO.

*Bayer Aspirin Co.*, 30-min. show, Lavender and Old Lace's electrical transcription, once weekly, 15 times. Placed by Blackett-Sample-Humert, Inc., WBAL.

*Nunsmobile Co.* of Texas, two half-hour programs, 15-min. each, by Guestette Bradford Co., WBAL.

*Know Co.* of Kansas City, 15-min. adventure dramatizations. Once weekly, 15 times. Placed by Dillon & Associates, WBAL.

*McClay Laboratories*, Inc., New York City. Recorded announcement, 8 times weekly, 13 times, WBAL.

*Bayer Aspirin Co.*, half-hour disc weekly, Gustave Haenchen and Frank Muniz, KMBC.

*Mormon*, 15-min. discs, two a week, KMBC.

*Nylab Drugs*, 15-min. disc, one a week, KMBC.

*Edgeworth Tobacco*, KFWB, Fri. 8:30 to 9 p.m. Musical comedy orchestrations by Jack Joy's orchestra.

*Forley Clothing Company*, KFWB, Mon., Mon., Fri. 6:15 to 6:30. Jimmy and Jane songs and chatter.

*O'Keefe & Merritt*, KFWB, Sun. 7:30 to 8 p.m. discs; Ted Fidell's orchestra.

*National Security Life Association*, KNX, Friday 5:45 to 6 p.m. Cardinal male quartet. (Logan & Stebbins).

*Inverness Associates*, Wed., Fri., 6:45-7 p.m. Chico De Verde orchestra, KNX.

*Jas. Thury*, Jas. Thury products, Sun. 11:30-11:45 a.m. Thurs. 6:45-7 p.m. Instrumental music and beauty talk. (Glasmer agency), KHF.

*Lewis Broadcasters*, 52 half-hour programs to be used within period of 90 days. Placed direct, WWSW.

*York City*. Recorded announcement, 8 times weekly, 13 times, WBAL.

*Pittsburgh Press*, spot announcements.

### PITTSBURGH

*George H. Stevenson Co.*, daily 15-min. cooking school talk for 52 weeks. Placed direct, WWSW.

*Duquesne Baking Co.*, 15-minute programs twice weekly for 26 weeks. Placed direct, WWSW.

*R.E. Loughney, Inc.*, 13 five-min. broadcasts. Placed direct, WWSW.

*Benjamin Moore Co.*, renewal of weekly 15-minute programs for 13 weeks. Placed direct, WWSW.

*Lewis Broadcasters*, 52 half-hour programs to be used within period of 90 days. Placed direct, WWSW.

*Raymond Paige Orchestra* and Louella Parsons' interview.

## Confidence

Fort Wayne, Feb. 11.

Just plain nuts is the decision handed down on recent air aspirant who managed to storm into WOVO broadcasting room while Marguerite Hitman, staff organist, was playing her memory hour. Musicians made faces at the strangers to quiet down, but she kept right on gabbing.

Later when Program Director Dorothy Durbin took over situation impatiently asking if the girl had ever taken any vocal lessons, the flighty one replied confidently no, that she never had, and neither had Al Jolson. So there!

ments used as desired to plug our current features. Placed direct, WWSW.

### NEWARK

*Thomas Leeming Co.* (Beineke), 18 weeks, Tuesday and Thursday, 15-minute recorded programs with Don Morris through Scott Howe.

*Northrop, King & Co.*, 15-min. ve-

nuettes, Tuesday and Thursday noons, week to week basis, WOR.

*Mount Clemens Sales Corp.* (mineral oil), six weeks ending March 17. Thursday and Saturday, five-minutes, KSO.

*Gold Dust (Silver Dust)*, 12 weeks.

Monday, Wednesday, Friday, 15-min. minute discs, Katherine Tilt-Jones, WOR.

*BALTIMORE*

*Bayer Aspirin Co.*, 30-min. show, Lavender and Old Lace's electrical transcription, once weekly, 15 times. Placed by Blackett-Sample-Humert, Inc., WBAL.

*Nunsmobile Co.* of Texas, two half-hour programs, 15-min. each, by Guestette Bradford Co., WBAL.

*Know Co.* of Kansas City, 15-min. adventure dramatizations. Once weekly, 15 times. Placed by Dillon & Associates, WBAL.

*Phillips Packing Co.*, Cambridge, Md., 6-min. studio announcement, four times weekly, three months. Placed direct, WBAL.

*McCoy Laboratories*, Inc., New York City. Recorded announcement, 8 times weekly, 13 times, WBAL.

*Los Angeles*

*Bayer Aspirin Co.*, half-hour disc weekly, Gustave Haenchen and Frank Muniz, KMBC.

*Mormon*, 15-min. discs, two a week, KMBC.

*Nylab Drugs*, 15-min. disc, one a week, KMBC.

*SEATTLE*

*Ernest Hardware*, one announcement each Sunday for 13 weeks over KOL; started Feb. 4.

*Blue Moon Theatre*, two announcements, Feb. 11 and 18, KOMO.

*Western Appeal*, addition to former contract of four announcements per week over KOMO.

*Seattle Metal Exchange*, 15-min. talk, Feb. 12, KOMO.

*Pokey-Brockman* (clothing), two 15-minute programs a week for 13 weeks on KOMO; started Feb. 1.

*Baxter's* (shoe store), three 50-

with film names. Starting Feb. 28 for two 15-weeks periods.

### BOSTON

*Sears, Roebuck & Co.*, announcements, three times daily and shopping service, through Chambers & Wiswell, Boston, WBZ.

*W. S. Quinby Company*, series of 15-minute morning programs. Placed by Lavin & Co., Inc. Starts Feb. 26 on WBZ.

*Spencer Chain Stores, Inc.*, series of weather announcements through Chambers & Wiswell, WBZ.

### WATERLOO, IOWA

*Clouds* (Grazing live stock ann.), placed direct, WMT.

*Davidson Furniture Company*, weather and time sponsorship of each daily—for year; placed direct, WMT.

*Palace Clothiers*, shopping ann., on co-operative program; placed direct, WMT.

*Northrop, King & Co.*, 26 five-minute trans.; placed through Olmstead-Hewitt, Minneapolis, Minn. WMT.

*Wethyle Transfer Company*, moving ann., on co-operative program; placed direct, WMT.

*Nichols & Gates Furniture Company*, shopping ann.; placed direct, WMT.

*Scientific Laboratories*, Redwood, ann., on co-operative program; placed direct, WMT.

*Iowa Soap Company*, 26 one-minute programs, twice weekly; placed direct, WMT.

### PORLAND, ORE.

*Meier and Frank Co.*, department store, five 15-minutes program, "Programs for Boys," KGW.

*Oregon Institute of Technology*, announcements daily, KGW.

*Davidson Baking Co.*, one year, sponsoring cooking school, daily except Sunday. Placed through Eckford, Constantine & Gardner agency, KGW.

*Horizon's Restaurant*, 15 minutes, daily except Sunday, KGW.

*Ruby Leeds*, six months' announcements service on Friendly Chat group hour, KGW.

*Oregon Mutual Savings Bank*, one month, announcements daily, KGW.

### ATLANTA

*Dr. Lyons Toothpoint*, half-hour transcription, daily, WSB.

*Herrick's Malted Milk*, starting Feb. 19, three daily spots giving weather news over WSB.

*Shell Oil*, 66 one-minute spots over WSB.

*WSE*, Gillette, WSB for 46 one-minute spots during February.

### KANSAS CITY, MO.

*Bayer Aspirin*, half-hour discs weekly, Gustave Haenchen and Frank Muniz, KMBC.

*Mormon*, 15-min. discs, two a week, KMBC.

*Nylab Drugs*, 15-min. disc, one a week, KMBC.

### SEATTLE

*Ernest Hardware*, one announcement each Sunday for 13 weeks over KOL; started Feb. 4.

*Blue Moon Theatre*, two announcements, Feb. 11 and 18, KOMO.

*Western Appeal*, addition to former contract of four announcements per week over KOMO.

*Seattle Metal Exchange*, 15-min. talk, Feb. 12, KOMO.

*Pokey-Brockman* (clothing), two 15-minute programs a week for 13 weeks on KOMO; started Feb. 1.

*Baxter's* (shoe store), three 50-

## Ether Slants

Kraft-Phenix celebrated Al Jolson's return Thursday night (9) with an innovation for this program. Almost 40 of the 60 minutes were devoted to gab. There was lots of it at the opening of the program, 22 minutes of it via the enactment of a sketch by Ida M. Tarbell. "The Man That Knew Lincoln" was a bit more serious, though. "Hiding to Heaven on a Mule" from "Wonder Bar." When Jolson wasn't there for lip service the mike was Deems Taylor's in the role of m.c. Paul Whiteman managed to squeeze in with an ear-tickling rendition of "Park Avenue Blues."

There was some doubt about the occasion's being Jolson's. As a commemoration of Lincoln's birthday the "Windy" dramatic piece may have been fitting, but it could have been saved for the same agency's Rudy Vallee-Fleischmann whirligig and the time devoted to it on the radio program seemed far from the style of the Jolson stuff.

Perhaps the Thompson agency muddled scripts and at the last minute found that it had the "Junior Central Life Insurance Co.'s Civil War marathon mixed with the Kraft show."

Jolson did well enough in the acting of the storekeeper role in the "Tobell" piece and the cueing into the "Mule" song was a smooth piece of fantasy conception. Jolson's volition of the lyric itself, however, was not as effective as the rendition heard on the disk that Witmark had dubbed from the "Wonder Bar" soundtrack.

NBC gives Jan Garber a terrific showing on the Tastyade program. Sunday afternoons. Calling any body the "idol of the airwaves" takes in a lot of territory. Garber's music is okay, of course, sounding not a little like the Guy Lombardo school.

Pauline Alpert on WOR Sunday afternoons reels off a nifty 15-minute program. She knows how to pick her stuff, culling the best from musical shows, past and current.

Fifteen minutes of straight pianoology isn't at all tiresome under the Alpert touch.

word spots per week; started Feb. 6, KOMO.

Bob Maroch (dept. store), two spots, Feb. 14, KOMO.

Washington Taxpayers' Assn. series of political talks and announcements over KOMO and KJR, between Feb. 23-27.

Strong Laboratories, 13 announcements between Feb. 12-26, KJR.

Von Dym Chocolate shop, two announcements, Feb. 11, KJR.

WINSTON-SALEM, N. C.

Quality Bakery, renewed the Three Belles for one month, appearing four times each week, 15-minutes, 1/2 hour.

Planned locally. WSJS.

Davis, Inc. Department Store, 100-word spot announcements daily for one month. Placed locally. WSJS.

CANTON, O.

Pittsburgh Sun Telegraph, 15 minutes, Thursday 8:30, Club Car, transcription. WHBC.

Hi-Speed Oil Co., 15 minutes, daily except Sunday, 6:30, transcription. WHBC.

## EXCLUSIVE MANAGEMENT

### of

**ROMM, MEYERS, BESTRY & SCHEUING**

Personal Direction of  
**EDWIN W. SCHEUING**

Current Week—FOX, BROOKLYN

# Radio Directory

(As a convenience for readers unfamiliar with who's who in Radio, 'Variety' prints below a directory for New York, Los Angeles, San Francisco, and Chicago.)

## New York City

NBC

(Station WJZ-WEAF)

50 Rockefeller Center  
Circle 7-8300

M. H. Ayleworth, President.  
Richard G. Patterson, Jr., Executive V.-P.  
A. L. Ashby, V.-P. and Gen. Mgr.  
George E. Brown, Sales Promotion.  
John F. Rossi, V.-P. on Programs.  
Roy C. Witmer, V.-P. on East Div. Sales.  
Frank Mason, V.-P. on Public Relations.  
Mark W. Connelly, Secretary.  
Alfred H. Morton, Bus. Mgr. Program Dept.  
David Thomas, Mgr. Local Sales.  
W. C. Rourk, Mgr. Local Sales Promotion.  
H. F. McKeon, Auditor.  
G. W. Horn, Mgr. Auditor.  
Frank Muller, Advertising Dir.  
J. J. O'Farrell, Evening Operations.  
Bert S. Bernhard, Program Mgr.  
G. W. Payne, Operations.  
R. J. Teicher, Asst. to Pres.

## Department Heads

Douglas G. Shaw, Eastern Sales Mgr.  
Robert H. Miller, Music Library.  
D. B. Blachman, Purchasing Agent.  
John R. Casey, Service Supervisor.  
O. E. Hamill, Mgr. Plant Operation and Engineering.  
 Ruth Keefer, Personnel Supervisor.  
Donald Withycombe, Mgr. Production Dept.  
Paul F. Murphy, Mgr. Technical Dept.  
D. W. Johnston, Mgr. Press Relations Dept.  
Harold Kemp, Service Popular.

David Tuthill, Sales Mgr. Artists Service.

Quinton Adams, Office Mgr.

E. G. Sabin, Eastern Service Mgr.

Mrs. Frances Rockefeller Kline, Mgr. private entertainment.

## CBS

(Station WABC)

485 Madison Ave.

Wicker Park 2-2000

William S. Paley, President.  
Edward R. Roubner, Executive V.-P.  
Donald L. Peck, V.-P.  
Hugh Kendall Boles, V.-P. in Charge of Sales.  
Lawrence W. Lowman, V.-P. on Operations and Secretary.  
M. R. Runyon, Treasurer.  
Karl Knape, Sales Mgr.  
William H. Doherty, Sales Mgr.  
Julian F. Field, Comm. Program Dir.  
Julius B. Seabach, Program Operations.  
E. J. Gandy, Sales Mgr.  
Eduard K. Cohen, Technical Dir.

## ANSON WEEKS

AND HIS BAND  
AND ENTERTAINERS

HEADLINES

SECOND WEEK  
LOEW'S STATE  
LOS ANGELES

## SYDNEY MANN

THE GIRL WITH THE VIOLIN VOICE

CUNARD HOUR  
WJZ 10 to 10.30 P. M.  
Every Tuesday

## LEO ZOLLO

AND HIS MUSIC

Monday—5:30 P. M., NBC  
Saturday—3:15 to 3:30 P. M.Playing Nights  
BENJAMIN FRANKLIN HOTEL  
PhiladelphiaManagement  
NBB Artistic Bureau, New York  
Personal Rep.—LEW CHUDD

## PAT KENNEDY

(The Unmasked Tenor)

Sponsored by

Paris Medicine Co.

WGN, Chicago, Daily

1:30-1:45 P. M. CST

Paul White, News Broadcasting.  
Paul W. Kesten, Sales Promotion.  
John J. Karol, Market Research.  
W. M. C. Gerlinger, Production Mgr.  
John S. Shulman, Production Mgr.  
Frederic P. Willis, Educational Dir.  
Julia Matfield, Music Library.  
Julia Ochs, Commercial Director.  
Marion R. Parsons, Dramatic Dir.  
Ralph J. Wonders, Mgr. Artists' Bureau.  
Peter De Lima, Mgr. Contracts.  
Paul Rose, Mgr. Personal Bookings.

## WOR:

Bambe Broadcasting Service,  
1410 Broadway  
Pennsylvania 6-8833

Alfred J. McCosker, Station Mgr.  
A. A. Cormier, Sales Mgr.  
W. A. Smith, Asst. Sales Mgr.  
George Shaekey, Musical Dir.  
Robert J. Wilder, Program Dir.  
J. R. Poppele, Chief Engineer.

## WI:

American Radio News Corp.  
221 N. La Salle St.  
Eldorado 6-1100

Bradley Kelly, Station Mgr.  
A. Dindel, Production Mgr.  
Howard Levitt, Musical.  
George Wieden, Pres.

## WMCA:

Licenses, Knickerbocker Broadcasting Corp.  
Donald Flamm, Pres.  
Operated by Federal broadcasting Corp.  
Broadway at 533 St.  
Columbus 5-5060

John T. Adams, Pres.  
The G. Freeman, in charge of Commerical Sales.  
Clemmenden J. Ryan, Jr., V.-P.  
James K. Norris, Treasurer.  
John J. O'Farrell, Asst. to Pres.  
Harry Carlson, Program Dir.  
Jack Ricker, Production Mgr.  
Robert Hood, Boys' Musical Dir.  
George W. Davis, Drama Dir.  
Harry Pasco, Continuity Dir.  
Frank Henrige, Mgr. Artists' Bureau.  
Robert S. Wood, Dr. Public Relations.  
Robert Marx, Chief Engineer.

## WLW:

Universal Broadcasting Corp.  
16 W. 59th St.  
Columbus 5-7030

H. F. Riley, Dir.  
F. J. Kieran, Business Mgr.  
R. E. O'Brien, Production Dir.  
George O'Brien, Program Dir.  
Rudolph Forst, Musical Dir.  
Joseph Deppe, Chief Engineer.

## Chicago

## NBC

Merchandise Mart  
Superior 8200

## (Stations WENR-WMAQ)

Niles Trammell, V.-P. in charge.  
Son Kenny, Asst. to V.-P.  
Fred G. Thompson, Sales Mgr.  
Fred Weber, Station Relations Mgr.  
John Whaley, Office Mgr.  
Roy L. Johnson, General Production Dir.  
O. L. Menzel, Production Dir.  
Sidney Stroet, Program Mgr.  
Alex Robb, Asst. Program Mgr.  
Sam Goldstein, Continuity Ed.  
Willis Cooper, Continuity Ed.  
Frank Mullen, Dir. of Agriculture.  
John T. Keay, Sales Mgr.  
Kenneth Carpenter, Sales Mgr.  
Bill Hay, Local Sales Mgr.  
I. E. Governor, Sales Promotion Mgr.  
Howard Luengens, Chief Engineer.  
M. W. Rife, Field Engineer.  
E. D. Donges, Maintenance Mgr.  
only.

Bert Pratt, Public Relations Counsel.

Al Williamson, Production Mgr.

## CBS

Wrigley Bldg.  
Whitehall 6000

## (Station WBBM)

H. Leslie Atlass, Vice-Pres. in Charge.  
J. J. King, Asst. to Vice-Pres.  
Leonard Erikson, Western Sales Mgr.  
Kelly Smith, Western Sales Mgr.  
Bob Johnson, WBBM Asst. Sales Mgr.  
Richard Elpers, Research Director.  
Walter Preston, Program Researcher.  
George O'Brien, Sales Operations Mgr.  
Holland Engle, Asst. to Program Director.  
Guy Appleby, Dramatic Prod. Mgr.  
Howard Neuheimer, Music Dir.  
Henry Klein, Continuity Editor.  
Bob Kaufman, Publicity Mgr.  
Edna Harvey, Educational Dir.  
Hal Shire, Town Crier.  
Julia Wiesner, Community Concert Mgr.  
McClellan Bellows, Columbia Concert Mgr.

## KYW

Strauss Bldg.  
Walsham 4040

Heiner Hogan, Gen. Mgr.

Parker Wheatley, Production Mgr.

Horde E. Bean, Asst. Production Mgr.

Reed Martin, Musical Dir.

Edgar Martin, Chief Engineer.

U. M. Turner, Publicity Dir.

## WCFL

Durhamette Mart  
Delaware 9000

John Pappalardo, Pres.

Edward J. Noeckle, Gen. Mgr.

Franklin Landquist, Bus. Mgr.

Maurice Lynch, Treasurer.

John C. O'Brien, Program Dir.

Eldon Hanson, Musical Dir.

Howard Keegan, Chief Announcer.

Wayne Marquardt, Chief Engineer.

WWDJ

Lake and Wells  
State 5468

Ralph Atlass, Gen. Mgr.

Art Linkin, Commercial Mgr.

Joe Allabough, Chief Announcer.

## Chicago Ad Agencies

Radio Execs (Associated with the Show or Performance End of Radio).

Aubrey, Morris & Wallace, Inc.  
416 North Michigan Ave.  
J. H. North.  
F. G. Ibbetts  
N. W. Ayer  
164 W. Jackson Blvd.  
Nason McGuire.

Batten, Barton, Durstine & Osborn  
221 N. La Salle St.  
George May.

Jackson-Sample-Hummert  
221 N. La Salle St.  
Edward Aleshire.  
H. Peterson.

Critchfield  
8 S. Michigan Ave.  
Frank Steel.

Crusius & Company  
208 S. La Salle St.  
H. Henderson.

in, Wasey & Co.  
230 N. Michigan Ave.  
William Wedell.

Fredericks & Mitchell  
Strauss Bldg.  
Carl Fredericks.

Charles Daniel Frey  
333 N. Michigan Ave.

Larry Triggs  
Gundlach Advertising Co.  
400 N. Michigan Ave.  
Irving Rosenblum.

Henri Hurst & McDonald  
820 N. Michigan Ave.  
A. L. Decker.

Ireland-Engel  
646 N. Michigan Ave.  
Kenneth Ring.

Lord & Thomas  
819 N. Michigan Ave.  
Henry Sellinger.

Matteson, Fogarty, Jordan  
307 N. Michigan Ave.  
E. L. Weiler.

McCrann-Erickson  
819 S. Michigan Ave.  
Raymond Atwood.

Hays McFarland  
383 N. Michigan Ave.  
Nate Caldwell.

McJunkin  
228 N. La Salle St.  
Gordon Best.

Roche, Williamson & Cunningham  
Strauss Bldg.  
William Roche.

Rutherford & Ryan  
360 N. Michigan Ave.  
Frank Steele.

Stack-Goble  
8 S. Michigan Ave.  
Ralph Goble.

J. Walter Thompson  
410 N. Michigan Ave.  
Thomas Luckenbill.

U. S. Advertising  
613 N. Michigan Ave.  
George Enzinger.

WLS  
1220 W. Washington  
Haymarket 7000

Burridge Butler, President.  
Glen Snyder, Gen. Mgr.  
George Isaac, Program Mgr.  
D. R. McDonald, Adv. Mgr.  
Tom Bowe, Chief Engineer.  
Clementine Jones, Gen. Mgr.  
A. O'Halloran, Chief Announcer.  
Julian Bentley, Publicity Dir.

WGN  
Orake Hotel  
Superior 0109

W. E. Macfarlane, Gen. Mgr.  
Quinton Adams, Commercial Mgr.  
George Isaac, Program Mgr.  
Edward Barry, Production Mgr.  
Adolph Dumont, Musical Dir.  
Carly Myers, Adv. Mgr.  
Frank Schreiber, Publicity Dir.

WGEM  
124 N. Crawford  
Van Buren 8000

Gene Dry, Station Mgr.  
Charles Lanphear, Production Mgr.  
Joseph Brinkley, Chief Engineer.  
John C. O'Brien, Adv. Mgr.  
Dorothy Creaser, Chief Announcer.

WI  
204 North Wells  
State 5468

Ralph Atlass, Pres. &  
Frances Kennedy, V.-P.  
Frank Morley, Program Director.  
John C. O'Brien, Adv. Mgr.  
P. McMurray, Chief Engineer.  
Art Jones, Chief Announcer.

Advertising Agency  
Lev & Thomas-Henry Bellinger.  
J. Walter Thompson-Tom Leckenby.  
Erwin-Wasey-William Wedell.  
N. W. Ayer-W. Frank Steele.  
C. W. Moore-Mark Stein.  
Muhlenberg-Frank Steele.  
BBDO-George Meier.

Blackett-Sampson-H. H. Peterson.  
Hartman-McDonald-Art Decker.  
Hays MacFarland-Nate Caldwell.

## Los Angeles

KHF

(Columbia) Don Lee Broadcasting  
1075 West 7th Street  
Vaudreuil 7111

Don Lee, Pres.  
C. Ellsworth Wyllie, Gen. Mgr.  
Raymond Paige, Musical and Program Dir.  
Paul Rieckenbacher, Production Mgr.  
Kenneth Niles, Asst. Prod. Mgr.  
Herbert Witherspoon, Traffic Mgr.  
Art Jones, Sales Manager. (KHF)  
Les Wehrli, Publicity. (KHF)  
Thomas Lee Artist Bureau. Ted Braun.

mgtr.

(NBC outlets)

East C. Anthony, Inc.  
1000 N. Hope Street

Richmond 6112

Earle C. Anthony, President.

Arthur Kates, V.-P. and Gen. Mgr.

Glen Dolberg, Program Dir.

KFWB

Warner Bros. Pictures Corp.

Warner Bros. Pictures, Inc.

Gerald King, Gen. Mgr.

Charles G. Newmark, Commercial Mgr.

Jack Jon, Program Dir.

Johnnie Morris, Charge Vaude Program.

Kay Van Ryn, Musical Program.

Leslie Hart, Chief Engineer.

Frank Murphy, Supervising Engineer.

George Fischer, Publicity.

Western Broadcasting Co.

Paramount Studios, Hollywood

Hempstead 4101

Gene Earl, Jr., President.

Patricia, Inc., Mgr.

John G. McElroy, Technical Mgr.

Victor Lane, Program Mgr.

Wilbur Hatch, Musical Dir.

Dave Ballou, Publicity.

KMPC

(Beverly Hills)

MacMillan Petroleum Corp.

9831 Wilshire Blvd.

Crescendo 3101

Jack Estler, gen. mgr.

Velva Davies, publicity.

Chauncey Haines, musical director.

Forrest Barnes, program dir.

John McIntyre, sales and production mgr.

KMTR

KLTR Radio Corp., Hollywood

Hillside 1161

Reed S. Callahan, President.

Gene MacLellan, Mgr.

Van C. Newmark, Prod. Mgr.

Salvatore Santolina, Musical Dir.

KGJF

1417 S. Figueroa Street

Prospect 7780

Ben S. McGlashan, owner.

Duke Haskins, Pres.

Fredie Broadcasting Co.

KRKD

541 South Spring Street

Madison 1178

Frank Doherty, President.

V. G. Fretag, Gen. Mgr.

Del Lyon, Sales Mgr.

KTM

Pickwick Broadcasting Co.

2015 Glendale Avenue

Exposition 1341

Charles Wren, Pres.

George Martinson, Manager.

C. B. Juneau, Production Mgr.

KFAC-YFVD

Los Angeles Broadcasters Association Co.

111 North Mariposa Ave.

Fitzroy 1231

La. Cord, President.

George Moskoff, Gen. Mgr.

San Francisco

NBC

(Stations KGO-KHO-KYA)

Western Division

111 Sutter St.

Sutter 1920

V. and W. West

Mr. L. McCarthy, Asst. Div. Mgr.

Law Frost, Prod. Mgr.

Harry Anderson, Sales Mgr.

A. L. Alexander, Mgr. of Plant Operations and Engineering.

Lloyd E. Yoder, Pres. Dir.

H. J. Maxwell, Office Mgr.

Cecil Underwood, Prod. Mgr.

Roy Frothingham, Sales Promotion Mgr.

Meredith Wilson, Musical Dir.

KYV

888 Market St.

Prospect 4148

Ralph Brunton, Mgr.

Ralph Smith, Prod. Dir.

M. E. Roberts, Mgr.

Frank X. Galvin, Dir.

**BUTLER AT WDAY**

Fargo, N. D., Feb. 12.

Howard J. Butler, known in eastern

show bid and formerly with

WMCA, New York, is program di-

rector of WDAY, Fargo.

One of Butler's main stunts at

WDAY is a "Little Show Boat" pro-

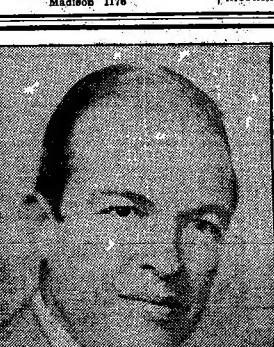
gram, using 50 kids every Saturday

morning.

**JOHN BARKER**

Baritone

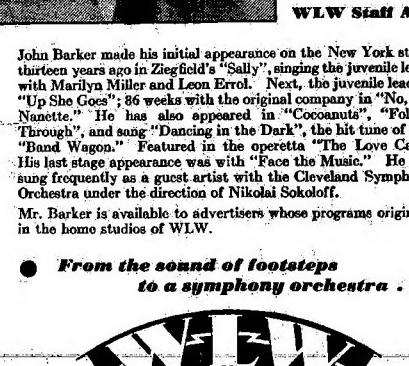
WLW Staff Artist



John Barker made his initial appearance on the New York stage thirteen years ago in Ziegfeld's "Sally", singing the juvenile lead, with Marilyn Miller and Leon Errol. Next, the juvenile lead in "Up She Goes"; 86 weeks with the original company in "No, No Nanette". He has also appeared in "Cocoanut", "Follow Through", and sang "Dancing in the Dark", the hit tune of the "Band Wagon". Featured in the operetta "The Love Call". His last stage appearance was with "Face the Music". He has sung frequently as a guest artist with the Cleveland Symphony Orchestra under the direction of Nikolai Sokoloff.

Mr. Barker is available to advertisers whose programs originate in the home studio of WLW.

● From the sound of footsteps  
to a symphony orchestra . . .



● talent and production facilities cover the gamut of radio entertainment . . .

# RADIO SHOWMANSHIP

(Merchandizing Stunts and Program Tieups)

## OUTSTANDING STUNT:

'COWWEBS AND NUTS'  
Station KGW, Portland, Ore.

**Portland, Ore.** If a program of phonograph records must be used, a little ingenuity and showmanship at least will go a long way to remove the stigma of the needle. Mel Blackover, over KGW, is doing some of both.

Bingo makes use of the phonograph session, which is loaded with commercial announcements that could hardly be tolerated other wise. Program is dubbed "Cowwebs and Nuts" and bears the nom de radio of "The Spider." All the advertisers are panned with equitable remarks, and they all seem to like it.

What is more to the point as evidence is that the studio is constantly crowded by visitors during the broadcast of the phonograph records. That may set some sort of (no pun) of a record in itself.

Demented sound effects, nutty time signatures, and a general atmosphere of lunacy is created. Anything from the plop of an air-filled paper bag to the squeak of dog-pipes punctuates the commercials.

# THE KING'S JESTERS

Personal Management  
**PAUL KAPP**

## THE BORING SISTERS

Creators of a New Trio Style'

**CBS SWIFT REVUE**

at BROOKFIELD DAIRYMAIDS

FRI., 10-10:30 P.M. EST

WGN, Chicago Tribune Station

52 Weeks, Beginning Nov. 1

Exclusive Dir. PAUL KAPP

# IRENE TAYLOR

Personal

SEGER ELLIS

ROCKWELL-O'KEEFE, Inc.  
RKO Bldg., Radio City, New York

# RUBINOFF

*Radio Dynamic Maestros*  
and his  
**DANCE ORCHESTRA**  
at the  
**HOTEL ROOSEVELT**  
NEW YORK  
IGHTLY

# LEON BELASCO

WABC  
11:30 P.M.—Mon., 12  
12:30 P.M.—Tues.

NIGHTLY  
**MORITZ HOTEL, NEW YORK**

Soe Director HERMAN BERNIE  
1619 Broadway—New York

# Joe Parsons

Radio's Low Voice  
**INCLAIR MINSTREL**  
Monday, 8 P.M., NBC.  
CHICAGO

who supplied what otherwise would have been a lack of flash needed to sell out the show.

Bingo! Are you serious? plugging from all quarters and show sold out, while WCBM reaped a harvest of good-will and decided to stage duplicate affair next year.

## ing the Genders

New York.

Philip Morris cigarettes presents its WOR commercials "call for P. M." slogan is up to where on the major league airwaves. Otherwise, it's a book-catching ball with a five-car checker-upper, which makes it dubious for female appeal.

All that answer-your-romance-problems stuff is essentially a female gag. Which makes it inconsistent for the product, for Philip Morris is a stronger cigale, chiefly for men. And if it's intended to bolster the female, it's strange, which is probably the main idea, it becomes basically dubious.

Obviously the Blow agency for the account can't go in for the usual smoother, kinder and all the other mellow tail-end, so it's attacking the market through the graphic list, Mine Olyanova.

Fan mail has been showing that the home bodies dial out as soon as a sales talk starts, so the agency is favoring as soon as it's over, preferring even to listen to a stock report than a dated sales speech that contains ranch ear-oil.

Fact that Jack Benny's talks haven't hurt Chevrolet's sales chart is back of the new knee action in amably gassing of sponsor's product. Ed Young, president midwest office, and Ed Wynn, a harsher formula, stepping completely out of character as soon as the gas talk begins.

Chase & Sanborn's recent conver-

sion brought in the last of the old guard, up to recently Eddie Cantor, was handled as a coffee salesman, being told to entertain the peasants and the boys from Brazil would take care of the sales talk, selling coffee being their business. But fan mail finally is convincing them.

## Sal Hepatica and Modesty

New York.

Sal Hepatica's commercial copy for the Fred Allen network (WBZ) is still in use. It's a cinch that in any family where Victorian modesty still is the keynote (and there are plenty of such families) the head, dalmatian or dalmatian will avoid the program. It's embarrassing where mixed company is listening.

Of course, it may be argued that the two new secretaries of Fred Allen's comedy are pretty smart to start with, but that thought gets nowhere. Allen is 95% sanitary in all his comedy and his material is for universal consumption. Obviously Allen himself wants to reach the general public and the sponsor must certainly favor the same goal.

Yet the sales gab is not only explicit and graphic beyond what many people consider good taste but it is also extremely long-winded. Equal sales results and a lessened sales policy might be made to coincide. Sal Hepatica might even be safe in assuming that by now their own competitors have successfully made the public purgative-conscious and that they might stick to a simple, brief recommendation of the brand.

## Toothpaste Showmanship

Newark.

Very bad indeed is the sequence on WOR on Wednesdays when Iodent toothpaste follows immediately after Pebeo. Both dentifrices make very similar claims and each one tends to cancel the other but tends to cancel all dentifrice advertising.

Dr. Freulich's endorsement of Pebeo has the sort of flavor to it that makes Rex Tugwell seem like a long-delayed savor. Freulich sticks in a lot of bogus scientific "proof" based on nothing but his own personal Adds up Hippodrome for morons only.

With Pebeo talking about the five other leading dentifrices and implying quite clearly that the others are worthless, ineffective, and dangerous and Iodent following a few minutes later with a rap against another dentifice that is in the AVE, it's hard to imagine anything to both programs is a success that a little table salt on a toothbrush must be a lot safer.

Showmanship that tends to defeat itself or breed skepticism has surely got a large question-mark tagged to its wrist.

## Local Good-Will

Baltimore.

As a gesture aimed at the goodwill to be garnered, WCRB threw a mammoth stage show at the Maryland theatre last Sunday night for charity, the maintenance of fresh air farms for underprivileged kids.

For the half-hour off, the band at the wicket, WCBM marshalled very nearly its entire personnel of entertainment devices and announcers and welded the material into a two-hour session of talent display. Three orchestras on air and a flock of crooners, gal warblers and vocalists plus "Uncle George" and his Kiddie Club.

Jeanne Tilney, dance director of local prep school, was contacted and obliged with presence of large squad of her footloose-tossing pupils,

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# Cov't and Radio

(Continued from page 1)  
made a function of the Commerce Department.

Likelihood that the existing Radio Commission will be scrapped is cited as one reason why President Roosevelt has given little thought to the matter of filling the forthcoming vacancy in the board which will result when the term of W. D. Starbuck expires next month.

Problems slated for particular study and consideration are:

1. Limiting by statute the amount of advertising patter which can be included in a single program and other steps to curtail sales talk.

2. Raising the quality of advertising, particularly patent medicine, and other matter which has drawn a large amount of criticism.

3. Laws to force stations to make facilities available for educational use.

4. Reallocation of present assignments to curb number of low-power local stations, raise the power of high-class transmitters and extend the broadcast band.

5. Limits on chain programs and institution of a regulatory system which will insure greater variety of entertainment.

Determination to push communication-control legislation was expressed Friday (9) at White House talk session when President Roosevelt, Senator Dell of Washington, chairman of Senate Commerce Committee, and Representative Rayburn of Texas, chairman of House Interstate and Foreign Commerce Committee, surveyed the entire situation and chewed over the recent report on telephone-television control.

## Functions

While far-reaching regulation is in the cards, first phase of new deal rearrangement will find new board with a narrow field of jurisdiction, members of Congress intimate. Major functions at first will be supervision of rates, approving contracts, and supervising general relations between communications system. Report on additional power will be submitted by this group at 1935 session.

The new agency will be divided into three major divisions by law with two commissioners over each major section and the seventh man an ex officio member of each smaller unit. Reappointment of the present commissioners is viewed as improbable.

turns, WFBF a heightening of station entertainment emanating from local source plus good-will, and the Hipp derives, a nice raft of publicity.

An 11:30 p.m. spot every Friday over WFBF is taken by Herman Bernie, who brings over to the microphone a squad of his stage talent to air an informal show. It's a fifty-fifty proposition, station donating the 30 minutes and Routsouf supplying the material. Ideas effective for both, has grooved nicely into listeners' consciousness and evolved into something quite a popular series of dial-twisters look forward to. As result, has hyped the station in estimation of public, and naturally, the Hipp has garnered rewards from the plugging interluded in the programs.

For a locally-emanating program some particularly bright radio forces have been used before the mike, notably Joe Penner, Lulu McLean, Jeanne Lang, Bert Lehr, George Beatty and Johnny Marvin.

## tuff

Boston. A new series, called Municipal Forum, bringing to the microphone the heads of local governments in the Greater Boston area for a general discussion of municipal affairs, was started over WNAC last week (6). Series is designed to promote a better understanding of governmental problems by the public as a whole, and to follow for an interchange of ideas of civic problems.

The mayors, chairmen of the boards of selection, and department heads of municipalities in Greater Boston have been invited to utilize this period for a discussion for whatever topics they choose.

## How to Cut Meat

Tacoma. A meat-cutting demonstration was given over KVI and KMO. Tacoma. Claimed to be first on record, meat cutters of Carstens Packing Co. cut and explained as they went along. Will probably be regular feature.

On this test letters from all Northwest asking to continue. Talk runs half-hour, with plenty of how to cook and season correctly.

# AFTER REFLECTION WEI NIXES LIQUOR

Boston, Feb. 12.

Station WEI has made the definitive decision not to accept liquor advertising accounts. In a statement, Charles W. Burton, Superintendent of WEI, said that in the opinion of the station officials, the retention of the good will of a large number of listeners is of more importance than the revenue which would accrue from that source.

Decision was withheld until necessity of, necessity until it was possible to study all angles of the situation thoroughly, particularly from the viewpoint of listener opinion.

## Im Sound on Air

Los Angeles. As an exploitation stunt for "Lost Patrol," opening at the Hollywood here, Feb. 16, Radio Pictures will broadcast the sound track of the film over KNX the preceding night.

"An hour's ab show will be built out of the film's sound, with story thread handled as a narration by John Swallow, in charge of NBC's activities here.

**Garry, WISN.** Milwaukee vocalist, batoning his own unit at the Eagle's Ballroom in that town.

# JACK BENNY

**WEAF**  
10-10:30 P. M.  
EVERY SUNDAY  
**CHEVROLET**  
PROGRAM

## THE GREEK AMBASSADOR OF GOOD WILL

# GEORGE GIVOT

On tour with condensed version "New Yorkers"  
Sole Direction—  
**HERMAN BERNIE**  
1619 Broadway New York

# SIZZ-LERS

Sizzling-for NBC  
Varied Shorts  
Victor Herbert  
Theatres Everywhere  
For Further Information:  
**HAROLD KEMP, NBC Artist**  
Radio City, New York City  
Personal Director, CHARLES A. DAYNA

# ABE LYMAN

AND HIS  
CALIFORNIA ORCHESTRA  
COAST-TO-COAST  
**WABC**  
SUNDAY, 2:30 p. m.-8 p.  
**WEAF**  
MONDAY, 8:30 p. m.  
TUESDAY, 8:30 p. m.  
WEDNESDAY, 8:30 p. m.

# "TODAY'S CHILDREN"

Written by Irma Phillips  
Sponsored by  
**Pillsbury Flour Mills Co.**  
NBC-WJZ 10:30 A.M.  
WENR 10:15 A.M. Daily

# COMMERCIALS

WEEK OF FEBRUARY 12

This Department lists sponsored programs on both networks, arranged alphabetically under the advertiser's name.

All time is p. m. unless otherwise noted. Where one advertiser has two or more programs they are listed consecutively.

An asterisk before name indicates advertising agency handling account.

Abbreviations: Su (Sunday); M (Monday); Tu (Tuesday); W (Wednesday); Th (Thursday); F (Friday); Sa (Saturday).

## ADME LEAD

10-30-W-WABC

Ed McConnell

"Hans" H. Mc

AFFILIATED FED'S

1-Tu-WABC

(Louis Phillips)

Princess Marie

THEATRE

AMERICAN OIL

10-30-W-WABC

AMERICA ROLLING

10-30-W-WABC

The Iron Master

D. &amp; O.

## AMVR TOBACCO

(Lucky Strike)

1-30-Sa-WEAF

Metropolitan Opera

"Faust"

James Tibbott

G. Martinelli

"Lord &amp; Thomas"

AMERICAN OIL

10-30-W-WABC

Ethel Waters

Jack Denby

"Joe" Katz

N. W. Ayer

BOYLE

(Tropicana)

10-30-Sa-WABC

Lady Dan'ning

Irving Kaufman

"Blame It"

BASAROL

10-30-M-Tu-Th-WABC

Edwin C. Hill

"Kittie" Hill

BAYER

9-30-Sa-WEAF

Frank Munz

"Munz" Munz

Oliver Arden

Bert Hirsh

Harold Orr

"Freckle Nut"

8-15-M-W-WABC

John Dahlberg

Curtis Arnall

Marion Barnes

"Bingo" Barnes

Bunice Howard

Peggy Allenby

"Kitty" Kandy

"Mac" Erskine

BISODOL

10-30-Sa-WABC

Helen Morgan

"Helen" Morgan

"Blackett"

BOUEJOUX

10-30-Sa-WABC

Evelyn de Paris

Kath Carrington

Millie Watson

"Ginger" Watson

Nat Shilkret

"Blackett"

BOUDEN

10-30-Tu-WABC

"Magic Moments"

Vera Lawhur

"Lulu" Lawhur

Marcelle Shields

Walter Sonnies

Jane Sommies

8-30-Sa-WABC

"45 Min. in Mi'way"

Mark Warnow

"Mark" Warnow

A BOB WHITE PRODUCTION

333 No. Michigan Ave.

Chicago

Isham Jones Orchestra

Young &amp; Rubicam

BRILLO

10-30-M-WABC

Title: "Brillo"

F. Presbrey

BRISTOL MYERS

10-30-Sa-WABC

(Irene)

Irene Troubadour

Edmund Lowe

"Pedlar" &amp; Ryan

Fred Allen

Paula Hoff

John Loder

Irvin Dalmor

Mary McCoy

"Ginger" McCoy

"Ginger" &amp; McCoy

"Ginger" &amp; Ryan

# RADIO CHATTER

## New York

WNEW is organizing a chorus of 16 voices which Don Clark believes is the only one of its kind attached to a regional station with the exception of WOR.

May Sprintz, known asleep Time Lady' on WINS, will do kid program for WNEW. Other talent for the new Baw station will include Bob Emery, Howard Phillips, Bill Farran.

Two Newark sponsors, Mallis and Jordan's, have two separate morning programs over WNEW with the same act Uncle Pete and.

Pete and Louise sponsored once by Jordon's, Newark, and once sustaining have two 15-minute a.m. sessions over WNEW. Hillbilly duo sells a 50-cent book.

Phil Baker got in Saturday (10) for a six-week stay.

Victor Young comes of the Pond's cream show (NBC) in two weeks.

Donald Novis is set for guesting with the Ipana Troubadours Feb. 21.

Carl Layton and the Crooning Royalties do Saturday-morning service over WFAS. Same outfit has moved Walter Tupper Jones, play reviewer, to a Sunday evening spot.

Sydney Mann has wound up a 13-week run for the Cunard Line on WJZ.

Bert Ambrose, from London's Mayfair hostelry, will guest conduct the Paul Whiteman concert at the Biltmore this Sunday (18).

CBS Artist Bureau has framed a dancing girl around Miss America, 1933 (Marion Berger), to baton. The combination unveils March 1 in the Baritan ballroom, Perth Amboy, N.J.

Jeanne Lang plays the RKO White Plains this Saturday (17).

Harry Horlich has A & P's okay to audition for other commercials.

Jacques Fray and Marie raggiotti recording for Victor.

Land Trio and White braising in a new vaude act at Newburgh.

## Chicago

All and Pets on a three-a-week run for Olson Rug company on WBMM.

Gene and Charlie plugging for Willard tablet on WBMM.

Country Washburns are expectant. J.C. Stein sticking close to home waiting the announcement of the new arrival at his house.

Jane Ray, wife of pianist John Brown of WLS, due back in town after a session with the Don Bestor orch.

Ben Paley now day program supervisor and Truman Bradley night program overseer for CBS here. Cadets on the Sendor program on WLS.

Al and Pete doubling from the mike for some B. & K. vaude dates. Hal Burnett of CBS was ether's lone representative at the press agents' meeting.

## Boston

For the first time in several years Boston air audiences are holding local opera broadcast. Station WNAC is airing several performances of the New Boston Opera company direct from the stage of opera house.

Sam Ross, NBC Artists' Service manager in New England for the past few months, has been named head of a new service, looking division, a newly created branch of NBC Artist at New York. His appointment is effective at once.

For the first time microphones have been installed in a lecture hall of Harvard University. WNAC is broadcasting a series of lectures by members of the faculty direct from the Cambridge campus.

Mal McCormack, WBZ announcer of the Musical Clock early morning program on a single day last week received 1,037 letters from listeners. It was an all-time record for an act on this station. To any station stations, a response would prove something or other. But he says it simply means "I have a lot of fellow-sufferers when I fumble through the darkness of another dawn to squelch a bleating alarm clock."

Born of Persian nobility and a former colonel in the Imperial Guard of the Russian Czar, Prince Gurdji of the Rosicrucian Order, C. Tomkinson, who now raises turkeys on his New Hampshire farm, discussed the subject of the American table bird in a talk over WBZ the other day.

Don Rogers, local songbird, auditioned for WNAC's Linus Travers the other afternoon with much success.

## East

WOKO Players, Albany, were loudly praised for their presentation of the life-story of Theodore Roosevelt with Harold S. Cole admirably enacting the title role.

Joan Lee, Albany WOKO blues singer, isn't any relative of Johnny Lee, announcer.

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Edward L. 'Moey' Monroe is leaving WESG, Elmira, on a new program sponsored by an optometrist's association.

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Almo 'n' Andy doing their daily broadcasts this week from a room rigged up backstage at the Penn.

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Elder Charles Beck, hymn-shouting colored evangelist over WWSW, Pittsburgh, booked to April 1 for extended personal appearances.

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## Mid-West

KOIL-KFAB Omaha studios added another remote for broadcast of the theater organ over KOIL-KFAB-KFAB chain. Daily except Sunday by Eddie Butler at console.

Kay Nichols fills the gap as blues singer left by departure of Ann Neaman from WOF.

Al Neaman arranging Kate Smith's broadcast via KOIL's review holding at Brandt's currently.

Byron Thorpe, Ken Golden, Eddie Butler, Radio Bacon, Evelyn Clough, Mary Jane France programming for a Westminster young people's benefit.

Larry Shopen, chief announcer at WAAW, Omaha, Graft Exchange, since departure of Gordon Berquist for KOMO, severed connection with the organization to take up a more attractive offer in town. His wife, for present being shared by Ralph Trotter and Milo Utterback, awaiting officials' decision on revised Sunday.

Frances Robinson, secy to Gen. Hugh Johnson of NRA, making Mike address over WCBM, Baltimore.

Evelyn Behiles, warbler with spot on WCBM, Baltimore, dinner guest on WCBM, Pittsburgh, last week.

She's an old hand from Texas.

WCBM, Baltimore, has snagged new nicely feature in Al Seidman ensemble, Emerson hotel dimerie musicians.

Frances Marsalis and Helen Richéy new women's endurance flyers, recently selected make radio debut over WCBM, Baltimore.

Antoinette Spitzer, who resigned from WMCA, is now press representative for the Musical Art Management Corp.

Everybody calls WGY's Irish tenor Jerry Russell "the Don Dixon" when he singsals, except when he singsals.

Charlie Fink, who rounds between WOC-WHO and KSO, Des Moines, in charge in charge of Matinee at the Des Moines theatre for KSO. Dutch Schmidt co-operating.

Aunt Josephine Baumgartner, WOC-WHO, Des Moines, publishes "Round the Town" radio and theatre mag.

Jackie Merkle, kid psychic, left the town still gaping for KWCR, Cedar Rapids, to become a tremendous hit at KSO, Des Moines.

Johnny Finke, WGY pianist and vocal coach, and Edward A. Lee, violinist at the station since its earliest days, booked for recitals at the opening of the Middlebury (N.Y.) Central school.

Bridgeport public school music department—Catherine Russell—supervising both on WICL twice a month. Pic is owned by Superwoman.

Loyell Thomas came up to Albany, N.Y., and told two civic clubs all about his tribulations as a radio announcer and his war experiences.

He said nothing brings an announcer quite as large a batch of mail as the mispronunciation of a word.

With resumption of stage shows

at Stanley, house expects to resume its half-hour talent broadcasts each Monday night over KDKA, Pittsburgh.

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## South

Elise Cortese, radio singer with Pennsylvania, Florida and North Carolina stations, was guest soloist for the Carolinas Playmakers, at the University of North Carolina, in recent revival of the Gilbert-Sullivan opera, "Princess Ida." She sang the lead.

Wax programs with Irene Castle at WESG, Charlotte, N.C., for Edred's department store.

Wayside Brown, WBT, Charlotte, N.C., claims the oldest pianist on the air. She is playing for him. She is Mrs. M. A. B. Homeley, 87 years of age.

Grady Cole's sports review, WBT, Charlotte, N.C., changed from 6:30 to 7:30 o'clock.

Ted Doolittle broadcasts over WBT, Charlotte, N.C., for Atlantic Mills under the local sponsorship of Glasgow Allison, southern distributor. Doolittle came to Charlotte to get married. He was formerly with Amalgamated in New York.

Because during a recent interview WBT's gayety singer Philo Bush, said that he had been born in Hongkong, China, several hundred radio listeners in Charlotte have decided that he is a Chinaman, which is not!

Lee Everett, program manager for WBT, drew puffs from Charlotte, N.C., newspaper critics for his performance as "Osborne in 'Tourney's End' for the Charlotte Little Theatre.

Al Garr, WBT soloist, recently had a narrow escape while flying a plane. After completing about 70 hours in the air, the ship caught on fire. Garr successfully navigated the plane to the field and escaped with only a slight burn on his hand.

King's Men quartet is now over KVOO, Tulsa, on Sunday afternoon, sponsored by Spaulding's Clothiers.

Girl of the Morning, sustaining on KVOO, Tulsa, suspended after more than a year, will be succeeded by the Breakfast Club orchestra, featuring Dick Teela.

Zandra, psychologist, now appearing over radio station KVOO, Tulsa, every week day morning at 8:45.

Bob Willis and his Texas playboys began engagement with WKY, Oklahoma City, Jan. 26. They will be heard at 7:30 and 11 o'clock in the afternoon every week day except Friday and Saturday. Members of the band are Bob Ellis, June Whalin, Cas Lansford, Kermit Whalin, Don Ivie, John Lee Willis, Tommie Duncan and Everett Stover, master of ceremonies.

George Kirby, drummer for WBT, Oklahoma City, will hear his latest song composition, "You Bring the Ducks," over the air very soon.

Phil Hedrick, operator for WSJS, hobbling around Winston-Salem, N.C., with a cane due to an ingrown toenail.

Alvin Gotschall, new salesman for WSMB, New Orleans, Ernest D'Arcy new on engineering staff.

WSMB, New Orleans, arranging to feed remote pick-ups on Mardi Gras to NBC.

Lou Forben orchestra percolates over WSMB, New Orleans, from Southern Gardens, where Dick Mackie just ended.

WLAC, Nashville, moved out of old quarters which have given service for seven years into swell new offices. J. T. Ward, the exec president, is in charge of the new establishment, with Mrs. Lois Nance as secretary. E. G. Sowell, Jr., production manager, director of program department. A special room for announcers and artists is presided over by Herman Grizzard and Ted Grizzard, the former director of operations and manager of Roger W. Sweet, Odelle Ward, and Herbert Jordan; the library is under Edwin Gleaves; continuity writer, Bob Cason; and Mary Elizabeth Hicks alternate host and hostess in the reception room.

Andre Hicks, Hill torch singing for WLAC, Nashville, accompanied by Mary Elizabeth Hicks at the piano.

Leon Cole presenting a new series of organ concerts for WSM daily from Loew's theatre, Nashville.

Joseph MacPherson, for six years bass baritone of the Metropolitan Opera, joins the staff of WSM, Nashville.

Alva Lowe, teacher and singer, will begin a bi-weekly series of presentations over WWNC, Asheville. Lowe has often been heard locally in years past, but has not appeared regularly for the last three years. Programs will feature one of his pupils in addition to himself.

New series of organ concerts by Helen Moore, concert pianist, has been arranged by station manager WGN, Chicago, and will be heard every Wednesday evening at 8:30 o'clock.

A four-legged rat last week caused a short in wires at the plant of KTAG, Fort Worth, throwing the entire station out of commission for several hours.

Mrs. Hugh Bradford, president of

the National Congress of Parents and Teachers, has inaugurated a series of 12 weekly talks over WWNC, Asheville, N.C.

Twenty-five members of College Park Music Club send individual endorsements of Lucky Strike's grand opera broadcasts as transmitted by WSB, Atlanta.

Delmore Brothers, Alton and Rabon, have been recalled by Victor records.

Because Arturo di Filippi, concert and operatic tenor, spent last summer in Asheville, N.C. He has a home there, following the Western North Carolina on his NBC network broadcast presented to the Carolinas through WWNC, Asheville, N.C.

A statistical survey of the 1933 programs over WWNC, Asheville, N.C., being completed by G. O. Shepherd, station director, shows that WWNC averaged 41 programs a week during the past year, with a schedule ranging from 15 to 18 hours daily.

Dewey Long and Hubert Hitch at WBT, Charlotte, N.C.

A program designed especially for the youngsters with grown up appeal will be presented by WSM each Tuesday and Friday at 6:15 P.M. Beginning February 6. A Robin Hood Kiddie Club will be organized and a special program will be given after the series progresses somewhat.

Charlie Agnew orchestra will be heard each Sunday at 3:00 o'clock beginning February 4th.

Clyster Newspaper "Adventurers" was renewed by its sponsors last year, and an additional 12 weeks will be heard on radio station KOMA, Oklahoma City.

Lola Brown, Shaleen formerly with station KYW, Chicago, is in Nashville, along with her husband George Davis, Recording Artist.

Lasses' White Minstrel Show on the Wednesdays night at 7:30.

The Trial of Vivienne Ware's murderer mystery presented by WSM, Nashville. Players under direction of Madge West, to be broadcast three times each week beginning Feb. 13.

WEM, Nashville, Sunday night drama runs an hour from 10:30 and includes Lasses' and Honey, Herald, Dean and Curt, the Vagabond's, Velma Dean, Betty Waggoner, Marjorie Cooney, Salt and Peanuts, Ruth and Red, Freddie Rose, Francis Craig Orchestra, Freddie Russell, Tiny Stowe and George D. Hay.

## West

KMPC and Jack Kiser, KMPC, named in a wage complaint filed with the Cal-Labor Commission by Chauncey Harris, Jr., a musician, demanding \$162.50.

Fred Lane, former technician and announcer at KFRC, San Francisco, is now in the same spot at KMTR, Hollywood, replacing Harry Lee Roy.

Ralph Morris will do Julius Caesar" on a one-hour program for KMTR.

New control man, Al Henderson, at KOL, Seattle.

Five thousand kid members of the KOL, Seattle, Captain Kris Club, Varsity for Boys, balls, and bicycles in contest put on by milk company sponsor.

Gail Taylor and the Grace Franklin-Gertrude Lyne piano team on the Frisco NBC payroll.

Harold Peary doubling from the Wheaten Cat station on NBC, Fresno, to KTAB, where he is doing a radio show.

KTAB, San Francisco, opened penthouse studios in Oakland this week, installing new control room equipment.

Headed by Sherwood Runton, four of the KJBS staff, San Francisco, in Los Angeles to attend the annual Willard battery convention.

**Jessel Off Air; Vacash**

After his next two Tuesday night broadcasts, on CBS George Jessel knocks off his other chores for a Florida vacation.

He'll sojourn south for weeks, instead of flying back and forth as he's been doing.

## Provident's Discs

Provident Mutual Life Insurance goes disc for a four-week test over five stations late this month. Idea was sold by Sam Lewis, former insurance editor of the Hearst newspaper chain.

World Broadcasting will handle show and placing of station time.

## Buick in Reverse

Buick isn't renewing for its two quarter-hour shows weekly on CBS, which means the series winds up Thursday (22). Program consists of Howard Marsh and a studio instrumental and choral unit under Andre Kostelanec.

Exploration date will make it nine weeks for the present Buick series.

# BETTER FOREIGN TRADE

## Most Played on the Air Last Week

To familiarize the rest of the country with the tunes most sung and played on the air around New York, the following is the compilation for last week. This tabulation will continue regularly.

In answer to inquiries, these plugs are figured on a Saturday-through-Friday week, regularly.

Tabulation in turn is broken down into two divisions: Number of plugs on the major networks (WEAF and WJZ of the NBC chain, and WABO, key station of CBS), along with the total of plugs on New York's two full-time independent stations—WOR and WMCA. Data obtained from "Radio Log" compiled by Accurate Reports Service.

Title	WEAF	WJZ	WABC	WOR	WMCA	Total
"Let's Fall in Love".....	26	28	27	27	38	148
"Caricosa".....						
"Temptation".....						
"Old Spinning Wheel".....						
"How Another Love on the Fire".....						
"Our Big Love Scene".....						
"We'll Make Hay While Sun Shines".....						
"You Have Taken My Heart".....						
"Everything I Have Is Yours".....						
"Piggy Went to the Market".....						
"In a Shelter From a Shower".....						
"Coffee in the Morning".....						
"In the Valley of Yesterday".....						
"Smoke Gets Into Your Eyes".....						

## INTERNATIONAL AIMS OF MPPA

**Argenti Opens Up New Trend for Co-operative Action by All Publishers Get Maximum Performing Rights Abroad Through Own Ass'n**

### NOW HIT OR MISS

John G. Argentine, chairman of the Music Association, will get together and organize central districts in foreign countries. Through these collective enterprises the American publishers would not only do their own printing and expediting, but they would retain 100% of the performing and mechanical rights that go with the ownership of a copyright. Foremost to this international string of American publisher controlled co-operatives is the plan that the MPPA has under discussion for Argentina.

With the new Argentine copyright law providing for the first time protection for a musical work, it is the MPPA's idea to establish American publishers in this South American country on a co-operative basis. A centralized organization would take care of all the printing, all the exploiting, all the distributing and all collections having to do with mechanical and performance rights.

#### Filing Out

Before proceeding with the organization of the Argentine proposition the MPPA proposes to retain Edward Murphy, of the Vitaphone Corp., to study the Argentine music situation on the home grounds and report back on how the co-operative could be most economically launched. Cost of Murphy's inquiry is estimated at \$2,000 while the expense of putting the project into operation, it is figured, will come to around \$15,000. Argentine will not be the first organized on a co-operative basis by members of the MPPA—Music Dealers Service, Inc., which functions along co-operative was financed by 12 publishers each putting up \$1,000.

It is Palmer's belief that the present method used by the American publisher of disposing of foreign publication and other rights has become obsolete. Under this arrangement the American publisher is content to let his work go at whatever advance he can get and depend for the balance of income from it, on the diligence, honesty and shatnot of his foreign agent. With his own co-operatives established in these countries the American publisher would not only be in a position to exploit his own work for all that it is worth, but lay claim to all the mechanical and performance rights co.

Hilton's complaint is principally against Mills, with whom he had his sole business relations, but Rockwell and the hyphenated corporations are made co-defendants for technical reasons. Mills and Rockwell had split the M-B Attractions, Inc., subsequent to Hilton's pact, but Hilton claims first call for exclusive London representation of such artists as Duke Ellington, Cagney, Ruth Etting, Ann Gwynne, Mills Blue Rhythm Band and Mills Brothers, which at that time were all being delivered by Mills to Hilton.

Supreme Court papers are replete with data and evidence of the former cordial relations existing between Mills and Hilton. Mills set forth that through a situation beyond his control the Cagney Cottontail Club orchestra was booted with George Raft and Val Parnell away from Hilton. Mills had written and cabled Hilton that he hoped to amicably adjust everything when he got to London and urged that no unfavorable steps be taken.

### Sam Fox East

Paul Whiteman will conduct the Cincinnati Symphony orchestra in that town the night of March 8. His second invitation of this sort within the past year.

Last summer Whiteman as guest conductor at a performance of the New York Philharmonic in the Lewisohn Stadium. For the Cincy affair he'll take along a couple of his instrumental soloists.

## \$50,000 DAMAGE SUIT, HYLTON-MILLS BREACH

Threatened legal breach between Jack Hylton and Irving Mills has culminated in a \$50,000 damage suit injunction filed in N. Y. Supreme Court. It's over the exclusive foreign representation by Hylton of all of Mills-Rockwell's acts, on a 5% agency commission. Julian T. Abeles is representing Hylton.

Although Mills and Cab Calloway's orchestra are slated to sail for London the end of this month, the British dance maestro shipped his papers over to Attorney Abeles in New York to endeavor enjoining their sailing.

Hylton is proceeding not only against Irving Mills, but Mills' Art Bureau, Inc.; Rockwell-O'Keefe, Inc., and Thomas G. Rockwell as well. Both Mills and Tommy Rockwell are currently in Hollywood, which accounted for an order to show cause and substituted service with okayed by Justice John E. McGehee in N. Y. Saturday (10). It's returnable today (Tuesday).

If permits Abeles to serve both Mills and Rockwell and their corporations by leaving papers at their offices and residences, Mills is due back this week, as he planned to sail Friday (16) a week ahead of the Callowayites, who must sail Feb. 23 to open in time at the Palladium.

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### Music Code Up

First conference on the pop music publishers' code is expected to be fixed this week.

John G. Paine, chairman of the Music Publishers Protection Association board, meets with Fayson Irwin, deputy administrator of the publishing industry, in Washington Wednesday (tomorrow) to discuss the settling of a date.

### Mayer Case Feb. 19

Trial of Max Mayer's \$1,250,000 anti-trust suit against the Music Dealers Service, Inc., and some 20 publishers affiliated with the sheet distributing combine has been postponed to Feb. 19. Judge Cafrey in the New York Federal court last week granted the deferment from Feb. 18 on motion by Mayer's counsel.

Irvin A. Edelman, Mayer's chief legal adviser who prepared the case, recently recovered from a serious illness and the postponement was asked so that he would have more time to go over the evidence and arguments with David Podell, whom he has retained as trial counsel.

### SUE MRS. JAN RUBINI

Los Angeles, Feb. 12. Diane Rubini, divorced wife of Jan Rubini, violinist and orchestra conductor, is sole defendant for 165.75 in a Municipal Court suit for Bank of America.

Rubini sought allegedly balance due on a \$400 loan obtained by the defendant in February, 1930.

### COL'S FOREIGN DISCS

Chicago, Feb. 12. If foreign sales manager in the east for Columbia phonograph, in town watching some new recordings.

Turning out a flock of in Lithuanian, Polish, Italian and Mexican.

## Edward B. Marks' Autobiography Colorful History of Pop Music

### HAMBURG LOSES

Theatre Held Not Hand Injury

for

Toronto, Feb.

Clement Hamburg, noted pianist, lost his case for \$3,000 damages arising from injuries to his hands when the lens of a spotlight fell on him during a rehearsal in the Eaton Auditorium. Court of Appeals found that Hamburg had the right to use the theatre for rehearsals only if he took the premises as he found.

Reversing the previous judgment of Mr. Justice McEvoy in favor of the pianist, the court ruled that the trial judge erred in finding that the theatre owners ought to have known that the lens was liable to crack, and that there was a lack of inspection and negligence in failing to provide a shield that would catch falling glass.

Edward B. Marks' autobiography, "They All Sang" (From Tony Pastor to Rudy Vallee), is more than a book of memoirs. It's a cavalcade of American show business for 40 years which is the occasion for the authorship of this volume by the veteran music publisher, on Feb. 7, 1934. Marks saw the 40th anniversary of his career in Tin Pan Alley. It's sufficiently pre-war to assess an historical value to the average student of the theatre—or out of the profession—and with enough of a contemporaneous touch to be of the moment.

Marks' in collaboration with Abbott J. Lieblin, his accredited ghost-writer, well caught the personal keynote of the auto-biography; his wisely steered clear of any political or plug-angled angles and made it a dispassionate, disinterested and impersonal commentary on songs, songsters and the allied professions. A.R.C.'s and youngsters alike will relish much and learn more from Marks' volume (\$3.50).

The north-most honored establishment of yesteryear, the early travails of the variety business before it became vaudeville, and down to the present when radio's onslaught on Tin Pan Alley is detailed.

Book is replete with illustrations of old handbills, photographs of old-time minstrel men and variety performers, title-pages of song publications and the like. There are several indexes and there's enough food for several books in the indexed material alone. For example a glossary of "high life and low life of old New York" with the names, addresses and character of each establishment—each cabaret, saloon, rug garden, dive, gambling joint, etc.

#### Standouts of 40 Years

Over 1,500 song titles that "sta out in my memory" are indexed under another classifications recounting the artists who helped popularize 'em, the authors, when pub-

lished, etc. There's another glossary devoted to famous names in history with others less known who should be remembered and a few facts about them—is another sketchy cross-section which the author deemed too valuable to slight, even though only contingent upon the main literary burthen—that of personal memoirs of 40 years in t.p.a.

Immediately this was made public the director of the Paris Opera announced he proposed to tax Dr. Furtwangler, who is a prominent member of the program committee, which exercises control over the music and vaudeville of Germany, for the same percentage of the gross of his four concerts in Paris, the proceeds to go to the French fund for unemployed German musicians.

### 5c Folio Out Feb. 15

First nickel folio of song lyrics will be issued Feb. 15 by the pop men as represented in the Music Publishers Protective Assoc.

Folio idea, which the trade has adopted primarily as a means of suppressing the bootleg lyric sheet evil, will be tried out "several spots around the country. First issue will be 200,000 copies and if the thing clicks other folio collections will immediately be printed and the distribution spread out over every state in the union.

Through the towns selected for the experiment the publishers hope to find out: (1) the public reaction to the format of the lyric books, (2) the effect the folio has on the bootleg trade and (3) whether the folio can be used to stimulate the sale of sheet music. Folios will be retailed through chain stores and newsstands with the latter depending upon to employ such price as will eliminate the bootleg peddler as a competitor.

Music trade also figures that the folio competition will cut deeply enough into the bootleg source as to make that product an unprofitable piece of merchandise at all concern.

Marks curtsies to Frank Hardin, Bartley Costello, Robert F. Roden and Bill McKenna as "old-timers who helped my memory." Bart Costello still hangs around t.p.a. and fashionably casts a lyric. He's a veteran of the late 19th century variety evolutionary period whose name figures quite prominently throughout the book.

There are anecdotes galore and incidents which will probably serve as authority for other similar book in years to come. Marks' experience and veteranship, in the business qualify him highly for a book of this nature. That its result in a highly interested and colorful tale is the more to his credit.

Marks music firm has an arrangement with Viking the regular book publishers, to merchandise "They All Sang" exclusively to the music trades. That's a good idea as Marks will probably be enabled easily to market his anthology in spots where originally Viking couldn't penetrate.

#### Anecdotes

# SOCK JANUARY HEARTENS MUSIC

music  
liveliest month the trade has experienced in at least four years. Dealers, encouraged by the sustained boom and the popping up of one smash hit after the other, ordered more liberally all the way down the list. Upward surge was also felt plenty by the disk and player-roll fraternity.

Marking the month especially was the rise of "The Old Spinning Wheel" (Shapiro) toward the 400,000-copy level, coming right on the heels of another in this selling class, "The Last Round Up." Indications are that "Wheel" will exceed the tally on the cowboy lament.

The tune that January skyrocketed into smash sales was "Smoke Gets in Your Eyes" (T. B. Harms) from the Broadway musical, "Roberta." "Kinky" ensconced in third place among the six best was the Joe Morris holder-owner, "Good Night Little Girl of My Dreams," which also seems destined for the 400,000 category.

Fourth and fifth call went to screen sources. "Everything I Have Is Yours" (Robbins) came up on the steady build, while "Did You Ever See a Dream Walking?" (DeSylva) had been December's No. 1. Wind-up for January found "Easter Parade" (Berlin) where it was the month before. Runners-up for January were "One Minute to One" (Feist), "Make Hay While the Sun Shines" (Robbins), "Throw Another Log on the Fire" and "Only a Paper Moon" (Harms).

Among the mechanicals the song demand was scrambled. On the Columbia list Benny Pollack led off with excerpts from the floor show at the Casino de Paree, Broadway niterile, while the next three bandmen did their picking from picture musicals. An English batonier was responsible for Brunswick's ace selling platter.

## Chicago Okay

Chicago, Feb. 12.—Music throughout the industry continues to climb. Records are running ahead of the sheet music end at present with the sheets sticking at about the same level established during the Christmas season. Seems that the radio public is strictly fan conscious as far as bands are concerned and are buying the discs almost as much for souvenirs as for pure immediate entertainment.

Legit and picture production music lead the list of pop tunes. "Smoke Gets in Your Eyes," running at a fast clip in the two-spot, is from "Roberta" legit show; "Everything I Have Is Yours" from "Dancing Lady" flicker and "Did You Ever See a Dream Walking" from "Sitting Pretty."

The "Alice in Wonderland" on the best seller list is the Leo Feist number.

## Los Angeles Strong

Los Angeles, Feb. 12.—"Spinning Wheel" continued the best seller for platters and sheet music on the coast during January. Sales held remarkably strong, following the holiday period, which was surprising to most jobbers and retailers.

"Smoke Gets in Your Eyes" was a close second, both on records and in sheet form, with considerable demand continuing for "Easter Parade," "Temptation" and "The Last Roundup."

A few of the new hit numbers from current picture releases just into the limelight during the latter part of January, and helped build up over the counter sales for consistent biz.

## Luigi's, Detroit, Closed

Detroit, Feb. 12.—State Liquor Commission revoked the liquor license of Luigi's, local night spot. Club failed to close as yet, however.

Spot is the largest and best known in town and has been operating as a club for years. Only other police interference with it was when the feds raided and padlocked it three years ago.

# JANUARY MUSIC SURVEY

THIS TABLE SHOWS THE LEADING SIX SELLERS IN SHEET MUSIC AND PHONOGRAPH RECORDS GATHERED FROM THE REPORTS OF SALES MADE DURING JANUARY BY THE LEADING MUSIC JOBBERS AND DISC DISTRIBUTORS IN THE TERRITORIES

## 6 Best Sellers in Sheet Music Reported by Leading Jobbers

	NEW YORK	CHICAGO	LOS ANGELES
SONG—No. 1	"The Old Spinning Wheel"	"Old Spinning Wheel"	"Old Spinning Wheel"
SONG—No. 2	"Smoke Gets in Your Eyes"	"Smoke Gets in Your Eyes"	"Good Night Little Girl"
SONG—No. 3	"Good Night Little Girl of My Dreams"	"Everything I Have Is Yours"	"Smoke Gets in Your Eyes"
SONG—No. 4	"Everything I Have Is Yours"	"Goodnight Little Girl"	"Temptation"
SONG—No. 5	"Did You Ever See a Dream Walking?"	"Did You Ever See a Dream Walking?"	"Little Grass Shack"
SONG—No. 6	"Easter Parade"	"Alice in Wonderland"	"Easter Parade"

## 3 Leading Phonograph Companies Report 6 Best Sellers

Side responsible for the major sales only are reported. Where it is impossible to determine the side responsible for the sales, both sides are mentioned:

BRUNSWICK—No. 1	"Without That Certain Thing," "Love Locked Out" (Ambrose's Embassy Club Orch.)	"Inka Dinka Doo" (Guy Lombardo Orch.)	"Smoke Gets in Your Eyes" (Leo Reisman Orch.)
BRUNSWICK—No. 2	"Did You Ever See a Dream Walking?" "I Raised My Hat" (Guy Lombardo Orch.)	"Did You Ever See a Dream Walking?" (Bing Crosby)	"Did You Ever See a Dream Walking?" (Guy Lombardo Orch.)
BRUNSWICK—No. 3	"Washington Squabble," "Mystic Moon" (Claude Hopkins Orch.)	"The Old Spinning Wheel" (Victor Young Orch.)	"Little Grass Shack" (Sol Hoppo Orch.)
BRUNSWICK—No. 4	"Caricosa," "Orchids in the Moonlight" (Castillian Troubadours)	"Dixie Lee" (Casa Loma Orch.)	"You're Gonna Lose Your Girl" (Casa Loma Orch.)
BRUNSWICK—No. 5	"My Little Grass," "What's Good for the Goose" (Ted Rio Rito Orch.)	"Temptation" (Bing Crosby)	"Temptation" (Bing Crosby)
BRUNSWICK—No. 6	"I Wanna Be Loved," "Got the Jitters" (Don Redman Orch.)	"Smoke Gets in Your Eyes" (Leo Reisman Orch.)	"Easter Parade" (Freddy Martin Orch.)
COLUMBIA—No. 1	"Got the Jitters," "I'm Full of the Devil" (Ben Pollack Orch.)	"Smoke Gets in Your Eyes" (Emil Goldzman Orch.)	"Ain'tcha Glad" (Benny Goodman Orch.)
COLUMBIA—No. 2	"Let's Fall in Love," "Love Is Love Anywhere" (Freddie Rich Orch.)	"Old Spinning Wheel" (Emil Valazco Organ)	"The Last Round Up" (George Olsen Orch.)
COLUMBIA—No. 3	"Keep on Doin' What You're Doin'," "Riffle the Scotch" (Bonny Goodman Orch.)	"Beautiful Girl" (Bernie Cummins Orch.)	"You're Gonna Lose Your Gal" (Harry Reser Orch.)
COLUMBIA—No. 4	"Song of Surrender," "Lovely" (Emil Coleman Orch.)	"Temptation" (Ferdie Grofe Orch.)	"Texas Tea Party" (Benny Goodman Orch.)
COLUMBIA—No. 5	"Old Spinning Wheel," "In a Monastery Garden" (Emil Valazco and Organ Melodists)	"Let's Fall in Love" (Freddy Rich Orch.)	"Smoke Gets in Your Eyes" (Emil Coleman Orch.)
COLUMBIA—No. 6	"On the Sunny Side of the Street" (Chick Webb's Savoy Orch.); "I Never Knew" (Chocolate Dandies)	"Little Women" (Clyde McCoy Orch.)	"I Just Couldn't Take It" (Ethel Waters)
VICTOR—No. 1	"Smoke Gets in Your Eyes," "Something Had to Happen" (Paul Whiteman Orch.)	"Old Spinning Wheel" (Ray Noble Orch.)	"Old Spinning Wheel" (Ray Noble Orch.)
VICTOR—No. 2	"Old Spinning Wheel," "Hang Out the Stars in Indiana" (Ray Noble Orch.)	"Smoke Gets in Your Eyes" (Paul Whiteman Orch.)	"Man on the Flying Trapeze" (Walter O'Keefe)
VICTOR—No. 3	"Orchids in the Moonlight," "Flying Down to Rio" (Rudy Vallee Orch.)	"Orchids in the Moonlight" (Rudy Vallee Orch.)	"Orchids in the Moonlight" (Rudy Vallee Orch.)
VICTOR—No. 4	"Caricosa," "Count Your Blessings" (Harry Sosnick Orch.)	"Carioca" (Harry Sosnick Orch.)	"Waltz You Saved for Me" (Wayne King Orch.)
VICTOR—No. 5	"Everything I Have Is Yours," "My Dancing Lady" (Rudy Vallee Orch.)	"Boulevard of Broken Dreams" (Paul Whiteman Orch.)	"Easter Parade" (Leo Reisman Orch.)
VICTOR—No. 6	"Dir You Ever See a Dream Walking?" (Eddy Duchin Orch.)	"Love Locked Out" (Ray Noble Orch.)	"Turkish Delight" (Ray Noble Orch.)

## Inside Stuff—Music

Sam Robbins, the Hotel McAlpin orchestra leader, claims a royalty-cut-in on Shapiro-Bernstein's "Spinning Wheel" song, which started out very lukewarm but which has developed into a big hit. It's by Billy Hill, author of "Last Round Up."

Louis Bernstein denies that Elliott Shapiro of the firm had any authority to promise any band leader a cut-in on a song, and so telegraphed Robbins when the bandman wanted to know if he was a forgotten man; now that royalty paying days in Dixie are here. Besides, Bernstein's wife concluded, we understand you had agreed to waive any royalty claims, the reason unofficially being that Robbins is understood to have stated that since Hill's baby was sick, etc., he didn't want to cut in on the song.

Brunswick cites as public endorsement of its policy that exclusive arrangements and distinctive records is a highly commercial policy for the firm by indicating it is now re-releasing Red Nichols disks made seven years ago. At this time the orchestrations were deemed ultra-advanced; now the scoring treatment is in the best contemporaneous sense.

Similarly, Bing Crosby's best seller for Brunswick has been two oldies, "Shine" and "Dinah." Jack Kapp, Brunswick's g.m., took these backlings off two separate disks and coupled them, because of the distinctiveness of the arrangement, with the result that these old-time pops sold best.

Over 100 men have joined the payroll of the American Society of Composers, Authors and Publishers as checkers. Duties require them to take note of the hotels, cafes and restaurants using music and to check up whether these spots have obtained the necessary license from the performing rights organization. Areas getting concentrated attention currently in the checkup campaign are the west and midwest.

In picking men for the checking assignment ASCAP has given attention to writer members of the organization and song pluggers who are without employment and in need.

Famous Music Corp. has tied up with the distills of the Gold Seal brand of champagne for an exploitation campaign on the former's release, "Champagne Waltz." Bubble water purveyor is contributing 20,000 horn novelties made up in paper mache to represent the Gold Seal bottle. Novelties will be passed out among the hotels and other dining spots which include the product on the wine list.

Manner in which a New York bandleader walks out of his place of employment at 12:30 or so, at the height of the crowds, may be the explanation to why business at his spot has fallen off so sharply. His seeming contempt and aloofness for his musical chores made music publishers long wonder why and how he got away with it.

Franc Murphy's orchestra subdivided at the DeWitt Clinton hotel, Albany, N. Y., while Dick Edder's crew filled an out-of-town engagement. Dick also played for Governor Lehman's reception in the executive mansion.

Henry Busse orchestra opened at the Chez Paree in Chicago on Feb. 23 replacing Vincent Lopez band which hops back to the St. Regis on Fifth avenue.

## MUSICIAN TRIES IODINE

Albany, Feb. 12.

Despondent because of a thwarted love affair, Weldon Winters, 19-year-old musician, picked out the apartment of a hooking agent here to attempt suicide.

Police said they took him to Albany hospital for observation after he had swallowed a small quantity of iodine. His condition is not serious.





# SALLY RAND

## FIGURES SPEAK LOUDER THAN WORDS

CHICAGO THEATRE, Chicago	\$74,000
PARAMOUNT THEATRE, New York	-\$52,000
EARL THEATRE, Philadelphia	-\$20,000
INDIANA THEATRE, Indianapolis	\$19,000
WARFIELD THEATRE, San Francisco	\$23,000
PARAMOUNT THEATRE, Los Angeles	\$21,000

ON TOUR  
ORPHEUM THEATRE, DENVER, Week Feb. 9